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BROADCASTING

Vol. 16 • No. 6

Broadcast Advertising

MARCH 15, 1939
WASHINGTON, D. C.

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

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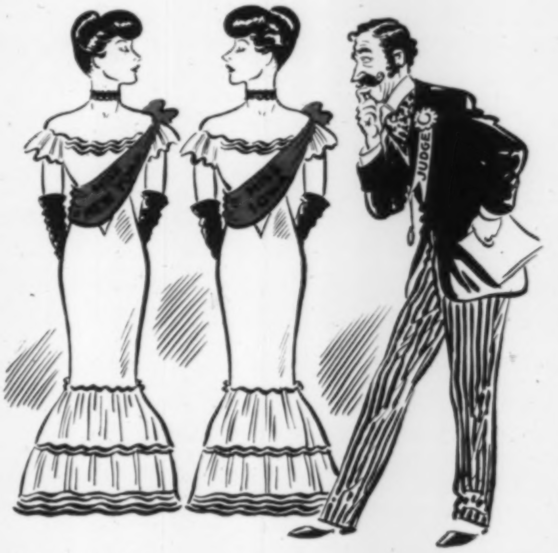


"I wouldn't have DREAMED *that the two could be so alike!"* (ANOTHER OLD IDEA EXPLODED!)

● An orchidacious young Easterner of our acquaintance, visiting recently in these parts, was much amazed to discover that Iowa girls tint their finger-nails, dress their hair in the latest upswirl, and even say "*de*finitely" in the same approved manner as the silken creatures of his own native New York, New York.

Which makes a pretty point when you discuss radio in this section. We believe our Middle-Western audience is the most eager and receptive group of people in the world, to anything that is *new* and *better*. . . . For proof we point to the fact that during 1938 WHO was on the air 6,602 hours. Of this time, 4,212 hours (or 63%) were sponsored . . . and a further breakdown shows that 2,082 (49%) of our sponsored hours were used by "spot" accounts. . . . Such figures are a nice compliment to the *effectiveness* of WHO, because they are the best possible evidence that our advertisers *get results.*

A good part of the almost unbelievable results produced by WHO is due to WHO's unmatched coverage of "Iowa Plus" (consistent returns from 42% to 50% of all the counties in the U. S.). But the rest of the answer is found in the character and pocketbooks of our Iowa Plus people themselves—their eagerness to *live more fully,* and their ability to buy the things that contribute to such living. Does your product meet this specification?

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC., Representatives

XUM

HISTORY *Repeats* ITSELF

With all its original sound effects!

● Great events seldom happen in a radio studio—outstanding entertainment and educational features, yes, but when history is in the making it occurs all too often out along the by-ways where telephone and power lines are not available.

KLZ is always a welcomed spectator at such events. It takes all Colorado along. Its modern 200-watt mobile transmitter is powered with an independent electric plant. Its public address system and battery of powerful searchlights aid the fire department and peace officers far beyond the demands of duty.

Equally as valuable to the public interest, convenience and necessity of Colorado as all this are the ability and facilities of this radio station on wheels to record at the scene of action and then later to re-create the events of today that will fill the history books of tomorrow.

No other station in Colorado so richly satisfies the natural desires of its listeners to go places, see things and meet people. No other station in Colorado has equipped itself with the men, methods and machinery to give its listeners this satisfaction.

KLZ *Denver*

CBS AFFILIATE ↔ 560 KILOCYCLES

UNDER MANAGEMENT AFFILIATED WITH THE OKLAHOMA PUBLISHING COMPANY ↔ PUBLISHER OF THE DAILY OKLAHOMAN, THE TIMES AND THE FARMER-STOCKMAN ↔ OWNER AND OPERATOR OF STATIONS WKY, OKLAHOMA CITY, AND KVOR, COLORADO SPRINGS ↔ REPRESENTED BY THE KATZ AGENCY, INC.

Voice Ways

are the *Fast Ways* to New England's Markets

WIDE separation of trading areas in the major New England market impedes contact with that market as a whole by ordinary channels.

The direct, the quickly effective means of selling this territory is by coordinating sales effort through The Colonial Network.

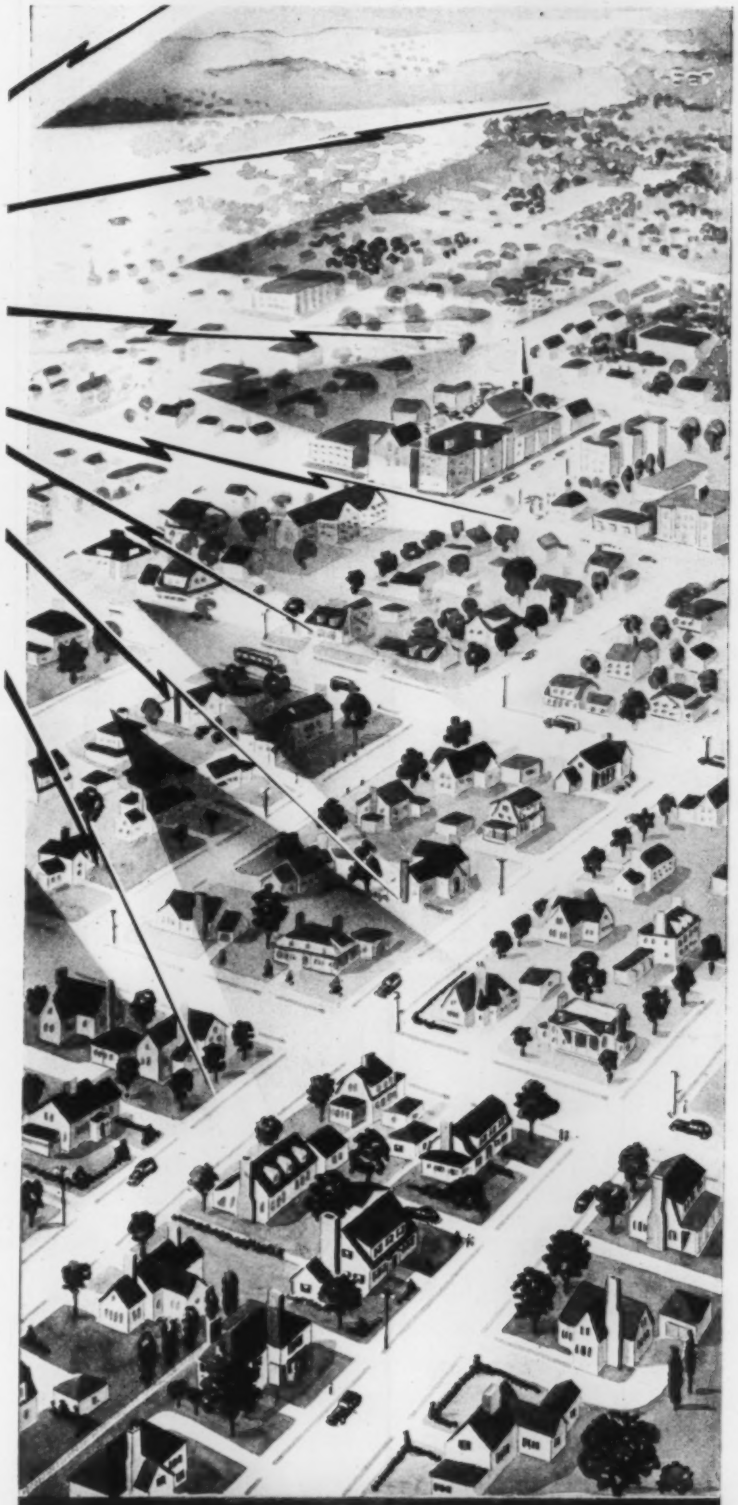
Seventeen stations, comprising this network, take your sales messages into city and suburban homes of important trading areas, from the Connecticut shore to northern Maine.

The Colonial group does a New England selling job, covering more territory than any other network at equally low cost.

17 STATIONS

WAAB	Boston	WLBZ	Bangor
WEAN	Providence	WFEA	Manchester
WICC	Bridgeport New Haven	WLLH	Lowell Lawrence
WTHT	Hartford	WNBH	New Bedford
WNLC	New London	WATR	Waterbury
WSAR	Fall River	WLNH	Laconia
WSPR	Springfield	WRDO	Augusta
WHAI	Greenfield	WCOU	Lewiston Auburn
WBRK	Pittsfield		

EDWARD PETRY & CO., INC.
National Sales Representative



The
COLONIAL NETWORK
21 BROOKLINE AVE. BOSTON, MASS.

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

RCA Helps Build a Better World of Tomorrow Through RADIO'S SERVICE TO EDUCATION

IN the past ten years knowledge of good music has grown a thousandfold. An informed electorate has been created by the thorough airing of public issues. Drama, literature, the arts and sciences are vastly better understood. Students, from kindergarten to university postgraduates, have found new interest in their studies. All this is, in large measure, due to the educational activities of broadcasters.

The National Broadcasting Company, the broadcasting service of Radio Corporation of America, has given long and careful thought to the building of programs of an educational nature. NBC now offers each week many "public service programs" planned to fit into the scheme of education in the United States. They do not seek to replace educators or supplant schools or colleges. Rather they are planned to help the work of teachers by inspiring greater interest in learning.

RCA Victor Radios, RCA Victrolas, and Public Address Systems are instruments for education. Other services of RCA contribute to raising the nation's cultural standards.

Fact is, broadcasters have succeeded in making radio a fourth "R" in the famous series...readin', 'ritin', 'rithmetic and *radio*.

He teaches in more than 70,000 schools

The "Music Appreciation Hour," conducted by Dr. Walter Damrosch and broadcast each Friday during the school year by NBC is a regular part of the course of study in more than 70,000 schools.

RCA Radio

RCA MFG. COMPANY, INC.

Youth's is a great heritage. Today through the magic of radio, whether it be the first generation in this country, or the tenth, the younger generation and all people of the United States understand and appreciate their country better—are more widely informed on more subjects than ever before.

Through Radio, the Crossroads School finds itself at the Crossroads of the World

Typical country school in New Castle Township (N. Y.) where today radio opens new fields of cultural opportunity.

"I like school now we've got a radio!"

Corporation of America

RADIO CITY, N. Y.

NATIONAL BROADCASTING COMPANY RADIOMARINE CORPORATION OF AMERICA
R.C.A. COMMUNICATIONS, INC. RCA INSTITUTES, INC.

LOST

LOST: complete coverage of Northeastern Pennsylvania and the 17th largest Metropolitan Center in the U. S. A.

unless your radio schedule is on WGBI, the only station that consistently serves this rich area . . . Wyoming, Lackawanna, and Luzerne Counties, including such cities as Scranton and Wilkes-Barre.

PENNSYLVANIA

Scranton WGBI *Penna.*

1000 WATTS L.S. 500 WATTS NIGHT 880 Kc.

SCRANTON BROADCASTERS, INC · *Frank Megargee* PRESIDENT

NATIONAL REPRESENTATIVES: *John Blair and Co.*

XUM

What's a Trapper got to do with it?

IN EVERY election, we have noticed, there is always a child who swallows a campaign button, and there is always a remote trapper who paddles a great distance through the wilderness to cast his vote. These are inevitable electoral incidents. They remind us sometimes of those things called program ratings at WOR. Take a coincidental by C. E. Hooper (we take it once a month) and there, inevitably, is WOR's Transradio news at 12:30 with a rating of — well, this month — 36%. Or maybe it's the 6:30 p.m. Transradio bucking through with 42% in the face of competition that makes the Rocky Mountain range look like a hedge of forget-me-nots. If your fancy turns to Sunday, you'll find "The Shadow" gooseflesh-ing 40% of the people who listen at 5:30 p.m. Is a station's success then merely the result of good ratings? No. WOR must make sales. *Sales are what WOR must make.* Otherwise any rating of any program would total only some marks on some paper. To make sales you must get the right audience — and the most of that audience. WOR not only gets the audience, but — given the right program — does things to that audience which cause an immediate and painless exchange of cash. Maybe it's the unique package of markets we cover that causes this. Maybe it's because it's WOR. Most likely it's a combination of both.

WOR

How to describe a Champion in 76 words

THE CHAMPION: *KMOX, St. Louis*

LISTENERS: Crossley, Inc. and Irwin & Irwin coincidental studies prove KMOX has *more listeners* than the *five* other St. Louis stations *combined.*

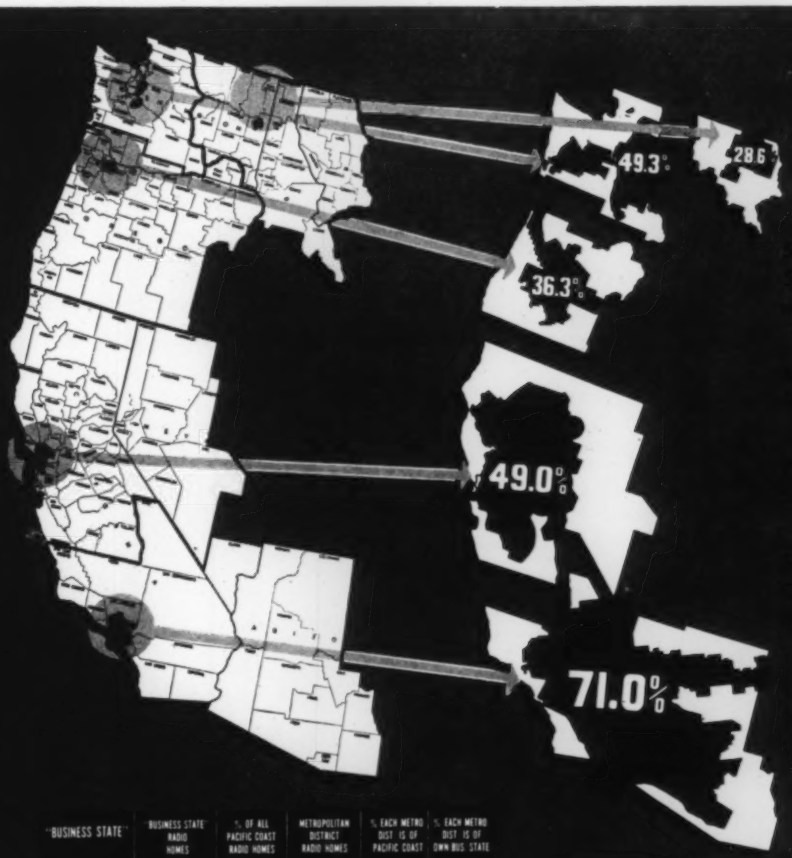
ADVERTISERS: KMOX carries 42.3% more local and national spot business than the other *two* network stations *combined.*

DEALERS: Typical comment of typical retailer (J. T. Westfall, Executive Secretary of Missouri Retail Grocers' Association): *"KMOX has the wholehearted and enthusiastic support and cooperation of grocers both in St. Louis and in the surrounding trading area."*

KMOX—a 50,000 Watt Columbia Network *originating* station...with the kind of local service that makes "The Voice of St. Louis" an exact description of the station! Owned and operated by Columbia.

50,000 WATTS **KMOX** ST. LOUIS **A CBS STATION**

Represented by Radio Sales: New York, Chicago, Detroit, St. Louis, Cincinnati, Milwaukee, Charlotte, N. C., Los Angeles, San Francisco



"BUSINESS STATE"	"BUSINESS STATE" RADIO HOMES	% OF ALL PACIFIC COAST RADIO HOMES	METROPOLITAN DISTRICT RADIO HOMES	% EACH METRO DIST. IS OF PACIFIC COAST	% EACH METRO DIST. IS OF OWN BUS. STATE
LOS ANGELES	1,023,330	39.6%	727,210	28.1%	71.0%
SAN FRANCISCO	789,740	30.5%	387,250	15.0%	49.0%
SEATTLE TACOMA	331,890	12.9%	163,670	6.3%	49.3%
PORTLAND	316,050	12.2%	115,000	4.5%	36.3%
SPOKANE	126,070	4.8%	36,100	1.4%	28.6%
TOTAL	2,587,080	100.0%	1,429,230	55.3%	

PACIFIC COAST
Sales Geography

When you buy a Regional Network to support Pacific Coast sales give *first* thought to the relative station popularity in these 5 key distributing centers. Their combined metropolitan districts represent *more than half* the population of the five "Business States" (see note and map) of Pacific Coast. By specifying the Columbia *Pacific* Network you get 7 basic stations* and your program will be bracketed with many of the most important programs on the air today. For supplementary coverage the Columbia Pacific Network maintains 7 additional far western stations from which to choose.

A "Business State" is the area served by the leading drug and grocery wholesalers operating from the major distributing point.

---

*The Columbia California group may be bought as a separate unit.

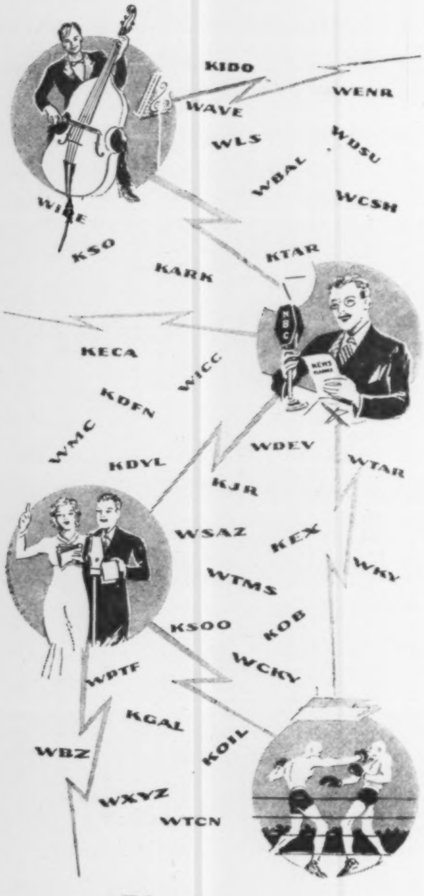
COLUMBIA *Pacific* NETWORK

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM

Represented by Radio Sales: New York, Chicago, Detroit, St. Louis, Cincinnati, Milwaukee, Charlotte, N. C., Los Angeles, San Francisco

FORTY TWO STATES

*Can't be wrong**


KIDO
WENR
WAVE
WLS
WOSU
WBAL
WCSH
WIRE
KSO
KARK
KTAR
KECA
WICC
KDFN
WMC
KDYL
WDEV
WTAR
KJR
WSAZ
KEX
WKY
WTMS
KSOO
KOB
WCKY
WPTF
KGAL
WBZ
KOIL
WXYZ
WTCN

Hydrogen and Oyxgen combine and Water "happens." But this fortuitous set of events only occurs in the presence of an Electric Spark.

Successful National Spot Campaigns have resulted from various combinations of Programs and Stations. But Frequency is usually the Spark of Success.

This latter fact highlights the value of KWK. For you can buy Frequency on KWK and stay within your budget. You can also give due consideration to other important factors such as Network Affiliation, Listeners per dollar, Coverage, etc.

Put the spark of Success into your Campaign by selecting KWK.

**A KWK Survey proved that the most successful National Spot program sponsors in 42 states in the Union, use no less than five quarter hours a week.*

ST. LOUIS
KWK

Thomas Patrick, Incorporated
HOTEL CHASE ST. LOUIS
Representative
PAUL H. RAYMER CO.
New York - Chicago - San Francisco

Endorsed by the NATION'S RADIO LEADERS!

NAB-LANG-WORTH PLAN PROVIDES

Immediate delivery of 100 hours . . . 400 sides . . . of tax-free recorded music from the NAB and Lang-Worth libraries at $10.00 per hour.(*)

Immediate production of 200 additional hours embracing every popular division of musical entertainment—at the lowest price consistent with best orchestras, arrangements and recording.

Perpetual broadcast license to every subscriber . . . Catalogue and full particulars on request.

(*) Special price of $10.00 per hour on Lang-Worth recordings expires June 1, 1939.

LANG-WORTH
FEATURE PROGRAMS, Inc.
420 Madison Avenue
New York, N. Y.

"The Radio Industry must equip itself with tax-free music. The deal the NAB has made with Lang-Worth is the best way I know of doing it." . . . MARK ETHRIDGE, WHAS

"Am in hearty accord with your tax-free music plan as approved by NAB. We approve the transfer of our Bureau of Copyrights contract to you. Please keep us informed of your progress in making available the balance of the tax-free hours." . . . JOHN SHEPARD III, YANKEE NETWORK

"At least 200 hours tax-free music in addition to present combined Lang-Worth and NAB transcription libraries absolutely essential to stabilization of copyright question in Broadcasting Industry. You are to be congratulated upon opportunity to perform this great service and you have the best wishes of Stations KOIN-KALE." . . . C. W. MYERS, KOIN-KALE

"I have always maintained the Broadcasting Industry should have available a large amount of good tax-free music and earnestly hope the new arrangement between NAB and Lang-Worth will result in the achievement of one of the most important purposes of the founding of the NAB Bureau of Copyrights. We wish you every success and assure you of our cooperation." . . . ARTHUR B. CHURCH, KMBC

"I have felt for some years that there must be a source of tax-free music available to Radio. The recent NAB-Lang-Worth plan I feel is a step in the right direction and should certainly be supported by every radio station operator." . . . RALPH BRUNTON, KJBS

"As the operator of a small independent station I regard the NAB Bureau of Copyrights—Lang-Worth tieup as of primary importance. Certainly 300 hours of tax-free music will represent a sound back log of programs that cannot be overlooked." . . . HERB HOLLISTER, KANS

"Pleased to learn you will supply additional hours provided under our contract with NAB Bureau of Copyrights. Consider it vitally important that each broadcaster now give all possible support and encouragement to every source of tax-free music in praparation for next year's ASCAP negotiations." . . . GENE O'FALLON, KFEL

"If the Industry hopes to make a satisfactory agreement with ASCAP in 1940 we must be in a position to operate our stations with an independent supply of music while these negotiations are taking place and further if necessary. In the NAB-Lang-Worth produced library I believe we have the answer. I strongly urge the immediate and full support of every Broadcaster in this important undertaking." . . . E. A. ALLEN, WLVA

DIRECTORS' ROOM

"It just says 'F & P'!"

The other day an agency friend took one of our boys with him — *as advisor* — to the meeting of a client's Board.

Why? Well, this friend told the Directors that "F & P know more about radio-station markets and coverage than any other outfit in America." Also that "They are known throughout the Industry for their honesty, impartiality, and sincerity of purpose."

We suppose it's a little immodest to quote those statements. But we think it's okay to say that we TRY to make them true, every day of the year. Because we figure that's the best way to guard *your* best interests — and hence, our own.

Exclusive Representatives:

WGR-WKBW	Buffalo
WCKY	Cincinnati
WOC	Davenport
WHO	Des Moines
WDAY	Fargo
WOWO-WGL	Ft. Wayne
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
WMBD	Peoria
KSD	St. Louis
WFBL	Syracuse

Southeast

WCSC	Charleston
WIS	Columbia
WPTF	Raleigh
WDBJ	Roanoke

Southwest

KGKO	Ft. Worth-Dallas
KTUL	Tulsa

Pacific Coast

KOIN-KALE	Portland
KSFO	San Francisco
KVI	Seattle-Tacoma

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

CHICAGO
180 N. Michigan
Franklin 6373

NEW YORK
247 Park Ave.
Plaza 5-4131

DETROIT
New Center Bldg.
Trinity 2-8444

SAN FRANCISCO
One Eleven Sutter
Sutter 4353

LOS ANGELES
C. of C. Bldg.
Richmond 6184

ATLANTA
617 Walton Bldg.
Jackson 1678

BROADCASTING
and
Broadcast Advertising

Vol. 16. No. 6 WASHINGTON, D. C., MARCH 15, 1939 $3.00 A YEAR—15c A COPY

Sykes Loss to Leave FCC in Low Straits

By SOL TAISHOFF

Acceptance of Resignation by President Leads to Wide Speculation on Possible Successors to His Post

MORALE on the all but demoralized FCC has plunged to a new low with the resignation, effective April 1, of Commissioner E. O. Sykes, charter member of the original Radio Commission and veteran of 12 years in radio regulation.

The father-confessor of staff members, and perhaps the only stabilizing force on the FCC during the bitter internal conflict of the last few years, his retirement to enter private practice of law leaves older members of the FCC staff with the feeling they are losing their only champion. To the industry, his retirement means not only the loss of a commissioner of broad experience and unquestioned motives, but brings up the spectre of a new appointee who might be radical in policy views.

When President Roosevelt announced March 10 that he would accept Judge Sykes' resignation, rumored for a week but submitted the previous day, speculation immediately arose as to his successor. The resignation added another complication to the already muddled regulatory situation, with two bills pending in Congress for FCC reorganization along with resolutions for far-reaching investigations. The President himself is pledged to sponsorship of reorganization legislation.

May Join Law Firm

It is expected Judge Sykes will become a senior member of the Washington law firm headed by Paul D. P. Spearman, first FCC general counsel and a fellow Mississippian. While no formal announcement has been made, it is logically assumed he will become associated with that office, other members of which are former Senator Hubert Stephens of Mississippi and Frank Roberson, former assistant general counsel of the FCC and president of the Federal Communications Bar Association.

Though there has been no official inkling regarding Judge Sykes' possible successor, a number of names have been advanced as possibilities. These include, for the most part, former New Deal members of Congress who were defeated in last year's elections. This is regarded as a likely course because of other appointments made by the President since November, including the provocative Amlie nomination for the Interstate Commerce Commission.

It is a certainty that broadcasters will urge naming of some outstanding individual possessing more than a cursory knowledge of radio. The nominee must be a Democrat under the law. While the geographical consideration is not important, it is naturally expected that Southern Democrats will seek appointment of another Southerner. On the other hand, the Far West is not represented on the present Commission, and it is entirely possible that delegations from that area will get behind one of their own men as they have in the past.

Possible Successors

Names first advanced as possibilities include those of former Senator Fred H. Brown, of New Hampshire, who was retired from the Senate last year, and who is well-liked in Administration circles; former Rep. Otha D. Wearin, of Iowa, sponsor of legislation at the last session to force divorcement of newspaper-radio station ownership; Maury Maverick, Texas New Dealer defeated in the last elections, who headed the "Young Turk" bloc in Congress; former Gov. Phil LaFollette, of Wisconsin, as an "independent" rather than a Democrat; former Rep. David Lewis, of Maryland, who ran an unsuccessful "purge" race against Senator Tydings; and former Rep. W. E. MacFarlane of Texas, a sharp critic of radio while in Congress, who was defeated last November.

In the non-political school, few names have been mentioned. Most significant, however, has been the suggestion that William J. Dempsey, 33-year-old general counsel who assumed that post last fall, might be selected. Credited with having accomplished good work in reorganizing the Law Department, and a protege of Chairman McNinch, his nomination would not come as a complete surprise to those close to the scene, despite his youth. He is a legal resident of New Mexico.

Another long-shot, it is thought, is Ed Craney, operator of KGIR, Butte, and a potent influence in independent broadcasting. Senator Wheeler (D-Mont.), chairman of the important Senate Interstate Commerce Committee, holds him in high esteem and would strongly urge his appointment if Mr. Craney consented. The fact that Senator Wheeler and the Administration have made peace, particularly insofar as the President's legislative program is concerned, might augur for such an appointment.

Jett, Wheat Mentioned

Two other names have cropped into the speculation—E. K. Jett, FCC chief engineer and former naval officer and Carl I. Wheat, California attorney and former FCC telephone rate counsel during its AT&T investigation of two years ago.

Lieut. Jett has been the FCC chief engineer since Comdr. T. A. M. Craven was elevated from that post to a commissionership in August, 1937. He was formerly assistant chief engineer in charge of telegraph and has been with the FCC and its predecessor Radio Commission since 1929. Highly regarded for his executive ability, Lieut. Jett's possible appointment, like Dempsey's, would be looked upon as a "merit" promotion.

Mr. Wheat, while a registered Republican, is understood to have voted for the Roosevelt ticket during the last two elections and could qualify for the Democratic vacancy created by Judge Sykes' retirement. He was among those prominently considered for the successorship to Dr. Irvin Stewart, when the latter resigned in 1937.

The name of Theodore Granik, special counsel for the U. S. Housing Authority and conductor of the *American Forum of the Air* over MBS, has been presented to the President, it was learned on good authority. As a hobby, Mr. Granik, who is 37, has conducted radio forums for the last dozen years over WOR and afterward over MBS. A Democrat, he was assistant district attorney in New York until his appointment on the Housing Authority in December 1937.

Auguring in favor of a possible early appointment of a successor, as opposed to views given for an ultimate recess appointment, is the fact that there would be the chance of deadlock votes on the FCC with only six members. At present, the division appears to be largely 5 to 2—with Commissioners Craven and Payne dissenting mainly on policy questions and Commissioner Case siding with them on occasions. The majority on fundamental policy matters has been made up of Chairman McNinch and Commissioners Sykes, Brown and Walker.

It is expected that Chairman McNinch will figure in the new appointment, since he has been in close contact with the President on FCC affairs and has discussed the Sykes resignation with him. He spent half an hour with President Roosevelt March 13 to discuss the Sykes successorship. No announcement was made following the conference though it is understood several names were discussed. This indicated that there might be fairly prompt action.

Whether the President will fill the vacancy promptly also is conjectural. After announcing he would accept the resignation at his press conference March 10, he did not promptly send Judge Sykes the customary acceptance in writing. As BROADCASTING went to press March 13, the President had not yet formally accepted.

Possibility of Delay

There was thought in some quarters that the President might delay making the appointment, possibly withholding it altogether if he feels there can be reorganization legislation at this session. On the other hand, with an early adjournment of Congress predicted by party leaders—perhaps in June—he may conclude to leave the post vacant until adjournment and then fill it with a recess appointment, rather than have the new member run the fire of committee hearings which conceivably would expand into a rump investigation of radio generally and of FCC administration.

In addition to Judge Sykes' retirement, President Roosevelt will have another vacancy to fill by July, when the term of Paul A. Walker, Oklahoma Democrat, expires. Whereas Judge Sykes' term was to run until July 1, 1941, the Walker expiration opens a new seven-year term. There has been much conjecture about the chances of Commissioner Walker's reap-

(Continued on page 72)

XUM

Baseball Pickups Start in New York

Exhibition Game Marks Debut Of Big League Play-by-Play

MAJOR LEAGUE baseball broadcasts in New York, which will be on the air this year for the first time on a regular full-season basis, got under way March 11 when a pre-season exhibition game between the Brooklyn Dodgers and the Cincinnati Reds was broadcast on WOR and WHN, New York, under the combined sponsorship of General Mills, Procter & Gamble Co. and Socony-Vacuum Oil Co.

About 20 of these exhibition games will be broadcast by the two stations before the regular Dodger season gets under way April 18. Red Barber, formerly of WLW, will do the play-by-play descriptions for both stations, WHN being fed the broadcasts from the WOR control board. When the Dodgers are playing at home, Barber will broadcast from Ebbetts Field. When they are away, he will reconstruct the games from Western Union wire reports.

Announcement that WHN would carry the Dodger broadcasts in addition to WOR was made March 7 after the sponsors had considered and discarded their original idea, which was to have WHN carry the home games only, broadcasting the home games of the Yankees and Giants on the days that the Dodgers are playing away from home as a supplementary outlet to WABC, which is broadcasting the home games of these two teams under the same three-way sponsorship. Pre-season schedule for the Giants and Yankees has not yet been worked out but, as in the case of the Dodgers, it is planned to broadcast a number of exhibition games before April 18.

McDonald Signed for WABC

Arch McDonald, sports announcer of WJSV, Washington, will relinquish his capital post to cover games from the Polo Grounds and the Stadium on WABC during the summer. McDonald was placed under contract by the sponsors after considering 600 applicants, although he himself had not applied. It was reported in Washington that Walter Johnson, the "Big Train" now in retirement on a farm near Washington, would take McDonald's place on WJSV.

Each WABC play-by-play broadcast will be preceded by a 10-minute *Baseball Preview* by Arch McDonald and followed by the *Tenth Inning*, a quarter-hour of informal interviews with players, coaches and spectators, conducted by John Reed King and John Allen Wolf.

WABC will broadcast nine preseason games with Arch McDonald.

Many details of the complete program are still unsettled. The 11 games the Dodgers play in St. Louis during the summer present a problem inasmuch as a two-hour time difference puts the starting time of the games at 5 p. m. New York time. Present plan is for WOR to record Barber's play-by-play account as he reconstructs it from the wire for broadcasting at a more desirable time during the evening for the eight weekday games, the Saturday and Sunday games being broadcast at the times they are played, although this has not definitely been approved by the sponsors. Neither has a decision been made as to whether WHN should carry such broadcasts during game time or with WOR in the evening.

Martha Deane's daily program on WOR under participating sponsorship will be moved from its present 3-3:45 p. m. period to the 2-2:45 p. m. spot on March 20 to make way for baseball. The Sunday MBS *Wheeling Steel* programs, now heard on WOR from 5 to 5:30 p. m., will be recorded by the station for broadcast from 6-6:30 p. m. whenever necessary and similar arrangements will be made for the programs displaced by the 10 night games included in the Dodgers' schedule, all of which will be broadcast as played by both WOR and WHN. Brad Robinson of Knox Reeves Adv., Minneapolis, General Mills agency handling the broadcasts for all three sponsors, is now in New York completing arrangements with the three teams and the three stations.

WNEW, New York, which for the last four years has broadcast the games of the Newark Bears in the International League, hopes to do so again this season and is at present attempting to rearrange its commercial schedule to make room for the baseball broadcasts.

Summer Baseball Sponsorship Doubled by Atlantic Refining

Schedules 1,842 Games on the Eastern Seaboard; Sandlot Baseball Schools to Be Organized

ATLANTIC REFINING Co., Philadelphia, is more than doubling its appropriation for baseball play-by-play broadcasts this season, having scheduled 1,842 games on 39 eastern stations from New Hampshire to Georgia.

With its expanded schedule, again placed by N. W. Ayer & Son, Philadelphia, Atlantic ventures into the top bracket of baseball sponsors with General Mills, Procter & Gamble and Socony-Vacuum.

Atlantic's baseball budget for 1939 may exceed $600,000, concentrated in the firm's seaboard marketing area covering 14 States. General Mills and associated sponsors spent some $1,500,000 for baseball play-by-play last year, reaching from coast-to-coast.

In entering its fourth year of baseball, Atlantic will broadcast games of five major league teams, the Philadelphia Athletics and Phillies, the Boston Red Sox and Bees, and the Pittsburgh Pirates. In addition it again will cover games of a number of minor league teams.

Merchandising Tieups

Les Qualey, in charge of Ayer sports broadcasts, will train baseball announcers individually, traveling around the Atlantic circuit during the season. He will develop a uniform style of play-by-play announcing and teach announcers how to handle the famed Atlantic commercials, which are painless and dignified.

James Peterson, former Philadelphia Athletics pitcher, is in charge of club relations, contacting club managers and executives.

The Atlantic merchandising program will include a number of unique features, such as the gift of gasoline coupon books to ball players scoring home runs or pitching shutouts. Atlantic will take space on score cards; have painted signs in parks; give away schedules; use window displays and stickers in service stations; hold dealer contests for best decoration of windows and driveways; give salesmen portfolios with data on the broadcast campaign.

Thirty-four dealer meetings will be held, starting March 20 in Savannah and moving northward, ending May 2.

Twenty-two sandlot baseball schools will be held starting the last week in June, with Manager Connie Mack and Coaches Ira Thomas and Jack Coombs of the Athletics in charge. They will select coaches for each school and hold an elimination series at the end of the season.

Two network hookups will be utilized by Atlantic. Boston major league home games will be broadcast every other day except Sunday on a Colonial list including WAAB, Boston; WEAN, Providence; WSAR, Fall River, Mass.; WSPR, Springfield; WFEA, Manchester, N. H.; WLLH, Lowell, Mass.; WNBH, New Bedford, Mass.; WTHT, Hartford; WATR, Waterbury, Mass.; WNLC, New London, Conn.; WLNH, Laconia, N. H.; WHAI, Greenfield, Mass.

Tri-State Hookup

The second hookup will consist of 10 stations in Pennsylvania, New Jersey and Delaware for games of the Philadelphia Athletics and Phillies. It is designated "Atlantic Baseball Network" and will carry all home games, including 14 at night, keyed from WIP, Philadelphia. Other stations are: WPG, Atlantic City; WEEU, Reading; WSAN, Allentown; WILM, Wilmington; WGAL, Lancaster; WORK, York; WEST, Easton; WKBO, Harrisburg, and WAZL, Hazleton.

In Pittsburgh, home games of the Pirates will be carried every other day except Sundays and Fourth of July on KDKA and WWSW. Home and out-of-town games of the Baltimore Orioles, Newark Bears, Syracuse Chiefs and Albany Senators will be sponsored every other day on local stations. These games are alternated with General Mills. On other teams, Atlantic has exclusive rights.

Games to be broadcast on single stations include those of the Syracuse Chiefs on WSYR; Rochester Red Wings on WHEC; Baltimore Orioles on WCBM; Williamsport Grays on WRAK; Binghamton Triplets on WNBF; Scranton Miners on WGBI; Elmira Pioneers on WESG; Wilkes-Barre Barons on WBAX; Albany Senators on WABY; Savannah Indians on WTOC; Augusta Tigers on WRDW; Richmond Colts on WRTD; Charlotte Hornets on WSOC; Newark Bears on WNEW.

Announcers selected by Atlantic, as BROADCASTING went to press, were Harry Thomas, Wilkes-Barre; Bill Pope, Elmira; Sol Wolf, Williamsport; Jack Barry, Rochester; Nick Stemmler, Syracuse; Rosy Roswell, Pittsburgh; Byron Saam, Philadelphia; Peco Gleason, Richmond; Thurston Bennett, Augusta; Windy Herrin, Savannah.

Chicago Baseball Plans

PLAY-by-play accounts of the Chicago Cubs and White Sox will be sponsored on WBBM, Chicago, by General Mills and Socony-Vacuum Oil Co. with the sponsors alternating on the games aired during the 1939 baseball season. Marvel Cigarettes will sponsor the quarter-hour *Flanagrams* featuring Pat Flanagan in baseball gossip from the Cubs and Sox parks. When doubleheaders are played this program is scheduled between games. Preceding the White Sox games, Peter Hand Brewing Co. will sponsor *Dug-Out Dope*, a 15-minute interview series. The same show will be sponsored by Sawyer Biscuit Co. preceding the Cubs games. Immediately after the home games of both leagues, the *Tenth Inning* will be sponsored by Nelson Bros. Storage & Furniture Co., Chicago. This show varies in length from five to 15-minutes, offers summaries and analyses.

Paul Sullivan to WHAS

Mr. Sullivan

PAUL SULLIVAN, one of the best known of the non-network news commentators, having been heard on sponsored programs for five years over WLW, Cincinnati, on May 1 joins the staff of WHAS, Louisville. Arrangements were completed March 2 by Robert Kennett, WHAS program director, for Sullivan's appearance in 15-minute nightly news reviews, sponsored by Brown & Williamson Tobacco Corp., Louisville, for Big Ben Tobacco. Sullivan joined WLW in 1934, coming from KMOX, St. Louis, and has been rated in various polls as one of the top-ranking newscasters.

Heilmann Via Discs

WXYZ and the Michigan Radio Network on March 6 returned the perennially popular Harry Heilmann's *Baseball Extra* to a Monday, Wednesday and Friday schedule, 6:30 p. m. The former Detroit Tiger star is at the Lakeland, Fla., spring training camp of the Tigers and is sending transcriptions back via air mail for broadcast the following day. Sponsor is the Pfeiffer Brewing Co., Detroit.

Goodrich Using 100

B. F. GOODRICH Co., late in March will start half-hour transcriptions of *The Shadow*, mystery serial cut by WOR, Newark, on 100 stations, weekly for 26 weeks. Goodrich also is sponsoring thrice-weekly newscasts by H. R. Gross and a part of the *Iowa Barn Dance Frolic*, on WHO, Des Moines. Ruthrauff & Ryan, New York, is agency.

CBS Starts Attack on Summer Slump

Offers Discount, Layoff Plan; NBC Studying Its Policies

A BROADSIDE attack on radio's major headache, the annual "summer slump" has been made by CBS, which on March 8 announced a new summer policy offering an extra discount to evening advertisers staying on the air the year round and curtailing the layoff periods of others to a maximum of eight weeks under penalty of losing their present broadcast periods if longer vacations are taken.

To encourage advertisers to continue broadcasting through the summer the new policy raises the extra discount for 52 weeks consecutive broadcasting from 10% to 12½% of gross time billing, with weekly discounts correspondingly reduced by 2½%. The plan applies only to CBS advertisers using time between 7 p. m. and 11 p. m.

A Flexible Policy

Purpose of the plan, which CBS describes as a "summer hiatus policy," is explained in the announcement as an attempt to serve the mutual interests of advertiser, listener, affiliate station and the network itself. For the advertiser, it is designed to "offer every possible inducement and reward for 52 weeks of consecutive broadcasting" and yet be "flexible enough to serve those advertisers whose budgets or business cycles or talent contracts require some manner of summer broadcasting vacation."

For the listener, the policy aims to "bring back to the air as quickly as possible any programs that take summer vacations," recognizing the fact that 6,000,000 automobile radios and 10,000,000 portable sets have been purchased to enable listening during weekends and vacations and that "summer listening in 1939 will actually exceed the peaks of spring, fall and winter listening of a few years ago."

The policy insures the affiliate station against the loss of established network programs that means loss of audience as well as loss of revenue. And for the network, the policy is planned as protection against "excessive instability of summer schedules and advertising revenue, because such instability works to the immediate detriment of the station-affiliate, the network and the listener, and to the eventual detriment of the advertiser."

Length of hiatus allowed by CBS varies according to the number of stations used in each program period, as follows: A network of 40 to 45 stations earns a 4-week hiatus; 46 to 55 stations, 5 weeks; 56 to 70 stations, 6 weeks; 71 to 90 stations, 7 weeks; 91 or more stations, 8 weeks. Bonus stations, Canadian Broadcasting Corp. stations and other non-affiliated stations are not to be counted and time will not be held for networks of less than 40 stations. For the summer of 1939 the vacation time will be computed on the size of the network with which the advertiser returns to the air.

New discount structure goes into effect April 1, 1939, but does not affect current advertisers until April 1, 1940, on programs contracted to before April 1, 1939, and continued without interruption until a year from that date. Advertisers taking vacations under the plan will be subject to the new discount rates on their return to the air.

Terms of New Scale

The new discount scale is 10 to 14 station hours per week, 2½%; 15 to 24 station hours per week, 5%; 25 to 44 station hours per week, 7½%; 45 to 69 station hours per week, 10%; 70 or more station hours per week, 12½%. With the extra 12½% discount for year-round broadcasting, the maximum discount remains as previously at 25%. Advertisers using 8,750 or more station hours or $1,500,000 gross billing in a year will earn this maximum discount on all programs except those for which they want time held during a summer hiatus, with a maximum discount of 20% applying on those programs.

Requests that time be held must be made 45 days before the last broadcast preceding the lay-off and the advertiser must at the same time place his order for time following the hiatus. Advertisers desiring longer than the "earned hiatus" may have time held by paying for it at regular rates, CBS in turn paying the stations and supplying sustaining programs to fill the time.

Studying Plan at NBC

Executives at CBS refused to make even a guess as to the effect of the new policy on summer billings. The fact that the policy had been announced, it was said, may be taken as evidence that CBS hopes it will encourage advertisers to remain on the network through the hot weather or at least to curtail their layoff periods, but until the network has received the reaction of advertisers and agencies it is impossible to make any sensible estimate of results.

At NBC, the CBS plan is being carefully studied to gauge its probable effects on network business generally, according to Niles Trammell, executive vice-president, who said that as yet no decision had been reached as to whether NBC would make any alterations in its own policies. Under the present NBC setup, which has been in effect for some years, orders may be placed 90 days in advance of starting dates for time on the Red network and 120 days in advance for the Blue, subject to NBC acceptance.

NBC's Standards

A NEW program standard code has been tentatively approved by NBC executives and copies are now being mimeographed for distribution to members of NBC and RCA boards and a selected list of clients for comment and criticism. NBC hopes to have the code finally completed by summer.

Theoretically, then, an advertiser who wanted to stop broadcasting during the summer could on June 1 give NBC the required 30-day cancellation order, to become effective July 1. He could also on June 1 place a new order for the same period he was vacating, to start Sept. 1, thus providing for a lay-off during July and August without sacrificing his place on the air. Similarly, a Blue advertiser could arrange for a three-month vacation.

Choice Hour Waiting List

Practically, however, there is a waiting list of advertisers for any of the choice evening hours (those covered by the CBS plan) to fill any vacancies on the Red network as fast as they occur. Since these advertisers are willing to stay on the air all summer in exchange for the chance to move their programs from less desirable times into these choice periods, NBC is able to turn down June orders for September starting dates on the Red. While the Blue is not in as enviable a position, on the whole NBC feels that its present policy has worked out pretty well.

To encourage year round broadcasting, NBC gives a 10% rebate to advertisers taking 52 weeks consecutive broadcasting, in addition to the volume discounts which range from 2½% for weekly expenditures of $1,000 to 15% for weekly expenditures of $18,000 or more. Advertisers spending $1,500,000 with NBC annually are allowed the maximum discount of 25% whether they remain on the air the full 52 weeks or not. With the rise in talent costs, however, these time discounts represent a proportionately smaller part of the total cost of radio advertising and so are less effective as inducements to continuous broadcasting than they once were.

Drawn for **Broadcasting** by Sid Hix

"That's Our Roving Reporter—He's Training for the Spring Floods!"

No Changes at MBS

At MBS headquarters it was said that no changes in summer policy are contemplated, but that Mutual would continue to attempt to adapt itself to the needs of its individual clients. The MBS policy is in reality not a network policy, it was explained, but the mean average of the policies of all of its affiliate stations, most of which will accept orders 90 days in advance, permitting the advertiser a three-month vacation without losing his spot. He must take his chances, however, that time will be available on those MBS stations that will not accept orders 90 days in advance.

Checkup on Spots Conducted by FTC

EXPLAINING development of the Federal Trade Commission checking technique in tracking down false radio advertising in violation of the Wheeler-Lea Act, PGad B. Morehouse, director of the Radio & Periodicals Division of the FTC, told BROADCASTING March 11 that the voluntary listening of Division employes was merely a "spot check" on the accuracy of program scripts furnished the Commission [BROADCASTING, March 1].

Mr. Morehouse pointed out that the FTC was "not questioning the stations' good faith", but merely trying to check on scripts furnished the FTC to see if they conform to the programs as actually broadcast.

Observing that ad libbing announcers sometimes depart from the script and make false or misleading representations of a sponsor's product, Mr. Morehouse said that "about a dozen" voluntary listeners within the Division organization had listened to 295 continuities during February. Of these, only 42, or 14.2%, were deemed questionable by the checkers, and 35 of the 42 already were in the Division's files. Of the 295 programs, only seven, or 2.4% of the total, departed from the scripts furnished. Nine questionable claims, not found in the continuities furnished, were reported by the checkers. Contacting the stations in these cases, confirmation of the departures from script were received in all but four instances involving two advertisers on two stations.

He explained also that the Division was not trying to develop any "tipster" system among private listeners over the country and that the present "spot checking" technique had not yet been decided upon as either a temporary or permanent procedure. About 20 questionnaires have been sent to advertising agencies, he said, since their work in preparing advertising copy has been brought under the Division's surveillance.

FCC Feuds, White Resolution Add to Regulatory Excitement

McLeod Offers Bill for Three-Year Licenses; Wigglesworth Criticizes Three-Man FCC Bill

"HELLZAPOPPIN" still epitomizes the Washington radio regulatory front, with no letup in charges and counter-charges regarding radio regulation and with additional legislation adding to the confusion.

On the heels of FCC Chairman McNinch's attack on a fellow commissioner—T. A. M. Craven—because of his minority report on program procedure of that agency, came Senator White's new resolution (S. Res.-94) for a thorough investigation of the FCC with the announced objective of procuring full information before Congress embarks upon the task of writing of new legislation. On March 2, Rep. McLeod (R-Mich.) introduced a bill (H.R.-4684) to make minimum three-year licenses for broadcasting stations mandatory and at the same time amend the law so as to "remove the fear of political reprisals" against stations by the regulatory authority.

Rep. Wigglesworth (R-Mass.), persistent critic of the FCC, took the air over MBS to answer one of Chairman McNinch's recent speeches in which he advocated enactment of legislation to reduce the FCC to a three-man agency, with the chairman serving as its chief officer.

Seeks a Broad Inquiry

The White Resolution, designed to supersede his bill for an 11-man FCC, with two separate autonomous divisions, was hailed by some of his Senatorial colleagues as the logical procedure for Congress to follow in seeking to untangle the FCC "mess". The view was generally prevalent that if the investigation is undertaken at this session, there probably would be little chance of enactment of new legislation until next year.

In his resolution [text on this page] Senator White proposes not only a study of purported censorship of radio, in all its ramifications, but also the advisability of longer licenses; the whys and wherefores of proposals for a system of license fees to be imposed upon broadcasters to defray the cost of FCC operation; investigation of interlocking ownership, leases and management of stations; extent and desirability of newspaper ownership; study of the entire network structure; superpower and its effect upon other stations; extent of the information required of broadcasters by the FCC; the non-broadcasting activities of the FCC, and a general study of policies and principles which should be declared and made effective relating to all communications.

The resolution in many respects duplicates that introduced by Senator White at the last session, which died with adjournment. However, it has been brought up-to-date to include such matters as the recently agitated censorship issue and the FCC "questionnaire craze," against which many complaints have been made.

Chairman McNinch's provocative press release of March 1 followed an announcement by the FCC of its new procedure in handling program complaints [BROADCASTING, March 1]. Declaring that a limited number of newspapers but more particularly the Chicago Tribune Press Service, carried articles which "thoroughly misrepresent" the Commission's action on the complaint procedure, he said they call for a correction, even though the publications "are partly explained by the incitement of gratuitous, alarmist statements by Commissioner T. A. M. Craven in a one-man minority report."

Commissioner Craven, he charged, by implication "attacked the intelligence, the integrity and the motives of the other six commissioners to execute a grandstand play of devotion to free speech and opposition to censorship."

Alluding to Commissioner Craven's minority report, Chairman McNinch said that he "says in thousands of words that he favors avoidance of censorship, free speech, due regard for the authority of other Federal agencies, full discussion of political questions and privately owned and competitive broadcasting. Who doesn't? A committee report to his associates on 'procedure'—not on policy—is hardly an appropriate setting for a stump speech and flag-waving. And such treatment is highly unjust to the six other commissioners."

Fuel for the Flames

Following this blast, there was complete silence from other Commission offices. Commissioner Craven did not publicly respond to the attack. Comment was not available for publication from other FCC quarters. It was clear, however, that the incident added to the tribulations of the FCC and that internal bickering has increased.

Rep. Wigglesworth, in his MBS

(*Continued on page 68*)

Text of White Inquiry Resolution

SENATOR WHITE's resolution (S.Res-94) introduced March 6, follows:

Resolved, That the Committee on Interstate Commerce or a subcommittee thereof, as the committee may determine, is authorized and directed to make a thorough and complete investigation of:

1. The acts, rules, regulations, organizations, and policies of the FCC.

2. Whether a censorship of communications has been practiced in the United States, the character and extent, and the principles which have been followed in the exercise thereof; whether the same has been exercised by the Commission, or has been influenced by other Governmental departments, agencies, or officials or by licensees and against whom directed; whether broadcasting stations have been requested or influenced by the Commission or other Governmental departments, agencies, or officials in any manner or degree to broadcast or to refuse to broadcast programs or parts thereof, or to permit or refuse opportunity for particular persons to broadcast; and in what circumstances, to what extent, and in what jurisdiction a broadcasting station shall be jointly or severally liable for words broadcast through its facilities, or by its officers or employes or whether stations shall be exempted from liability for words broadcast by its facilities.

3. The terms for which radio licenses for all classes of stations shall be issued and, in particular, whether a minimum length of term shall be fixed by statute for all classes of radio stations.

4. Whether a system of license fees shall be established, designed to produce sufficient revenue to meet the cost of maintenance of the FCC, or whether some other system of taxation for this specific purpose shall be enacted into law.

5. The extent to which and the circumstances under which the ownership, control, management, or interest in more than a single broadcasting station has become vested in any person or group of persons; whether such concentration of ownership, control, management, or interest has come about through assignment of licenses, through leases, stock ownership, arrangements with respect to management, or by other means and devices, and whether such transfers of ownership, control, management, or interest in whatsoever form effected have been submitted to the Commission for approval and have received Commission approval or acquiescence; and whether such arrangements have seemed to recognize a right in a license of a frequency other than specified in the terms, conditions, and time of the license and beyond statutory limitations.

6. The extent to which broadcast stations are owned, controlled by, or are affiliated with newspapers or other publishing interests or by other media of information or entertainment, and the effect of such ownership, control, or affiliation upon competing newspapers not possessing such facilities and upon the public interest.

7. The development and present facts concerning broadcasting networks or chains, including the effects of chain association upon the licensee's control of his station; the effect of chain operations upon the financial results and status of chain-affiliated stations and of independent stations; the ability of chain owned or affiliated stations to render a local service, both sustaining and commercial; the duplication of broadcasting programs through chain broadcasting; and the desirability of special regulations governing chains and stations engaged in chain broadcasting.

8. The effects upon the broadcasting systems of the United States of the use of high power by broadcasting stations and whether there should be a limitation by statute or by regulation upon the power to be used; the experience of other countries in the use of superpower; and the effects of high power upon local stations and the service by them.

9. The character and extent of information required of licensees of broadcasting stations by the FCC upon the filing of applications for construction permits, licenses, modification or renewals of licenses, or assignments thereof or at other times.

10. Competition between communication companies in domestic service and competition between companies, both wire and radio, in communications between the United States and foreign countries; the financial results thereof to the competing companies; whether these results threaten the financial soundness of any of the companies, loss of employment, or other adverse effect upon labor; the efficiency of said companies; and, in particular, whether the merger or consolidation of communication carrier companies within the United States and in the field of foreign communications should be permitted in the public interest; and if to be permitted, the terms and conditions thereof.

11. Said committee is further authorized and directed to make a study of the policies and principles which should be declared and made effective in legislation providing for the regulation and control of communications by wire or radio, whether interstate or foreign.

For the purposes of this resolution, the committee, or any duly authorized subcommittee thereof, is authorized to hold such hearings, to sit and to act at such times and places, either in the District of Columbia or elsewhere, during the sessions, recesses, and adjourned periods of the Senate during the Seventy-sixth Congress; to require by subpena or otherwise the attendance of such witnesses and the production and impounding of such books, papers, and documents; and to administer such oaths and to take such testimony as it may deem advisable.

Upon the conclusion of its hearings and study, or from time to time during the progress thereof, the committee shall report to the Senate the results of its studies and its recommendations as to legislation it deems advisable.

RETURNING to his old post, Neal Barrett (left) is greeted by J. T. Griffin, new owner of KOMA, Oklahoma City, as he resumes the managership of that station this month. Mr. Barrett's resignation as vice-president of Texas State Network, which he left KOMA to join last fall, is effective March 15. Mr. Griffin, also owner of KTUL, Tulsa, last month took over KOMA upon purchase from Hearst Radio for $315,000, approved by the FCC. Mr. Barrett succeeds Waymond Ramsey as manager.

STUDEBAKER PLANS $250,000 IN SPOT

STUDEBAKER Corp., South Bend, Ind., will spend $250,000 on radio advertising, dealer meetings are being told, to herald the introduction of its new low-priced car, the Champion. The drive will begin April 1. A large schedule is being arranged of spot announcements featuring Richard Himber's orchestra, Lowell Thomas and Ted Husing. The dealer meeting outlines of planning state that virtually all 50,000-watt stations are being used to blanket the country, together with a number of supplementary stations. As BROADCASTING goes to press, schedules are in process of completion and complete details are not yet available. The agency is Roche, Williams and Cunnyngham, Chicago.

The new car has the inherent possibility of adding considerably to the stature of Studebaker Corp. as an advertising medium. Plans and quotas indicate the possibility of the firm's doubling its previous unit volume with the new small car, which is designed as a standard model throughout, priced in the Chevrolet - Ford - Plymouth price classification. It is said to offer gasoline economy 20 to 30% greater than competition through exceptionally low weight, and to develop the lowest weight to horsepower ratio among standard cars in the industry.

KTAT Move Dropped

THE FCC on March 10 authorized KTAT, Fort Worth, to withdraw its application for authority to move to Wichita Falls, Tex. Application for the proposed move was filed last September when it was reported that Raymond E. Buck, KTAT owner, had sold a 51% interest in the station to Col. W. T. Knight, Wichita Falls oil operator. On the same day the Commission granted a petition of KFJZ, Fort Worth, to withdraw its application for a change in frequency from 1370 kc. to 930 kc. and an increase from local status to 500 watts power full time. KFJZ is owned by Elliott Roosevelt and his wife.

Congress Leans Toward Radio Inquiry

Talk of Reorganization Subsides as Need of Facts Is Voiced

By WALTER BROWN

WITH Administration leaders showing no disposition to exert pressure for consideration of the FCC reorganization bills and talk already under way for an early adjournment, it is well within the realm of probability that instead of legislating in the communications field at this session, Congress will investigate.

Senator White (R-Me.) gave impetus to a program of investigation before legislation when on March 6 he dropped into the legislative hopper a resolution calling for a sweeping inquiry into FCC practices and policies as well as of the radio and communications industry [see text on page 16].

Wheeler Chills

More significant was a strong statement the following day by Senator Truman (D-Mo.), one of Chairman Wheeler's right hand men on the Senate Interstate Commerce Committee, giving full and wholehearted approval to the White proposal.

Meanwhile Chairman Wheeler continued to display a cooling attitude toward his bill to abolish the present FCC and set up a new three-man commission [BROADCASTING, Feb. 15]. Asked when he intended to begin hearings on radio legislation, he was vague, indicating his committee, overwhelmed with railroad reorganization legislation and other matters, would not get around to radio until April.

On March 8 Senator Wheeler introduced a resolution authorizing his committee to make an "emergency survey" of the telegraph industry. This investigation will make more work for the committee.

When Chairman Wheeler introduced the FCC reorganization bill, drafted in collaboration with FCC Chairman McNinch, the stated purpose was to rush it through and then later in the session consider the bill dealing with Commission policies in regulating the broadcasting and communication industries. The rush has not developed.

Suggests Combination Bill

Chairman Lea (D-Cal.), of the House Interstate & Foreign Commerce Committee, stated that in introducing the so-called McNinch Bill in the House he understood the plan was for the Senate to act promptly on the legislation. Since this has not transpired, he suggested combining reorganization and policy in the same bill instead of handling them in two measures. He indicated a bill dealing with FCC policies had been prepared, presumably by the same hands that drafted the reorganization measure.

Asked if it was still his plan to await Senate action before taking up the FCC bill before his committee, Rep. Lea said this depended on the length of time taken by the other body. He stated that his committee was so busy he doubted if it could get around to holding hearings on any radio legislation before May but if by that time the Senate had not acted he would probably go ahead.

If there is a June adjournment, as some Congressional leaders are now talking, the FCC bills would probably be caught in the usual closing rush, and in this case the White proposal for a broad study and investigation would have widespread support.

The general opinion in both the Senate and the House is that something should be done about the FCC, but there is a growing confusion over what course to follow. As a rule, when such a state of mind exists, Congress, especially the Senate, turns to investigation.

Senator White, an old-timer on Capitol Hill, sensed such a situation developing and he decided to offer his resolution, which he will press before the committee instead of his bill calling for a Commission with 11 members [BROADCASTING, March 1]. He will argue for an investigation but if the committee decides to move forward with legislation he will insist that hearings be held on both his bill and the Wheeler measure.

Wants the Facts

The White Resolution specified 11 different subjects for the Interstate Commerce committee or subcommittee to investigate, including organization and practices of the FCC; censorship; license fees for meeting operating expense of FCC; monopoly; newspaper ownership; chain control of broadcasting, and superpower.

In explaining the purpose of his resolution, Senator White told BROADCASTING he believed before Congress attempts to write a new communications act it should make a thorough study and investigation of the many broad factors involved.

"We should get the facts before we attempt to legislate," he asserted.

Asked if he did not think the Senate committee hearings on the Federal reorganization bills would produce the desired facts, he said this would depend on how extensively that committee decided to go into the subject of radio.

The White Resolution in its present form provides no money for the investigation and would not have to go to the Audit & Control Committee, which during the last Congress sat on a similar resolution until late in the session. When the resolution was finally reported, the Senate leadership never let it come up.

Senator White said that if the Interstate Commerce Committee "desires to do a real job, it can amend the resolution to authorize an appropriation which will enable the subcommittee to employ an examiner, engineer and other personnel as well as summon witnesses."

"I am going to lay the whole matter before the committee and let it decide what it wants to do," he added.

May Not Need a Law

Senator Truman, who was Chairman Wheeler's mainstay in the extensive railroad investigation on which the pending reorganization legislation was drafted, said he thought such an investigation as proposed by Senator White was many times more desirable than trying to enact a bill at this session.

"If we had the right kind of investigation it might not be necessary to have any legislation," he declared.

"The country never suffered from a lack of legislation," he observed.

Reps. Connery (D-Mass.) and Wigglesworth (R-Mass.) each have investigation resolutions pending in the House Rules Committee and before the session is over they are expected to renew their efforts for favorable action. The old Connery Resolution was defeated during the closing days of the last session.

Senator White said he would have no objection to a Joint Congressional committee making such an inquiry and study as he proposed. Senator Truman, however, said he is opposed to joint investigations and he favors an inquiry by either the House or the Senate.

Slumber Series

SERTA ASSOCIATES, Chicago (Perfect Sleeper mattresses), on March 20 starts *Man Under the Bed*, a quarter-hour Monday night program on WBBM, Chicago. The live talent show features George Watson in a burlesque of the man-on-the-street. If the 13-week test proves successful, the show will be recorded and expanded on a national basis, according to Tom Kivlan, radio director of George H. Hartman Co., Chicago agency handling the account.

WLW Asks Argument

A BRIEF, opposing the FCC's motion to dismiss its appeal from the decision denying it continued authorization to use 500,000 watts power will be filed with the U. S. Court of Appeals for the District of Columbia prior to March 20 by WLW counsel, Duke M. Patrick. Mr. Patrick, in a pleading filed with the court March 3, also requested oral argument on the motion to dismiss. The court, in a dramatic eleventh hour decision Feb. 28, denied the WLW plea for a stay order to restrain the FCC from making its decision effective [BROADCASTING, March 1], and WLW returned to 50,000 watts March 1. The FCC contended the appeal should be dismissed on virtually the same grounds it alleged in connection with the stay order—that there is no legal ground on which such an appeal can be based.

FCC May Lighten Accounting Load

Questionnaire Squawks Bring Relief to Small Stations

INDICATIONS that the FCC will pull its punches on broadcast questionnaires are prevalent since the recent storm of protest over its tactics [BROADCASTING, March 1].

While no official word has come from the FCC, it was learned that stations grossing under $25,000 yearly have been authorized to eliminate answers to certain difficult questions. This became known after Montana broadcasters had petitioned their Congressional delegations, including Senators Wheeler and Murray, to intercede in that connection. Moreover, while no extension of time has been granted on the last questionnaire covering operations for the calendar year 1938, there is little likelihood of punitive action against stations which do not meet the deadline. As of March 13, the FCC had received some 200 of the estimated 700 returns.

Criticism in House

Rep. Horton (R-Wyo.) criticized the last questionnaire on the House floor March 8 during debate on tax legislation. Declaring the form was sent to him by one of the smaller stations in his State, he said it kept two men busy for two days in order to get the necessary information.

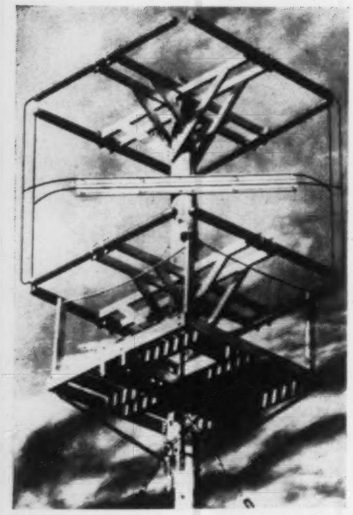
"Not only that," he said, "but this report followed closely on the heels of their 'twice-yearly' license application for renewal. This is a serious matter and is deserving of early attention by Congress. There is one broadcasting company that I do not believe has filled out this report, and that is the Federal Government. I think that it should, and I am interested in a report showing its activities. As a matter of fact, this Congress should provide for an exhaustive investigation into the activities of the FCC in its relation to radio."

MICHIGAN PHONE COMPANY SPONSORS

USE OF long distance service is promoted by Michigan Bell Telephone Co. in cooperation with the long lines department of AT&T, which on March 14 began sponsorship of *Here's Your Party* on WXYZ, Detroit, and the Michigan Radio Network. N. W. Ayer & Son handles the account.

Scheduled for an original run of 13 weeks, the 15-minute program is heard at 6:30 p. m., Tuesdays, Thursdays and Saturdays, with music supplied by an 18-piece orchestra. A dramatic group occupies the center spot on each show with an original five-minute sketch featuring the use of a long distance telephone call. Commercials feature station-to-station calls on other than business matters, and stress the advantages of night rates which go into effect 15 minutes after the show goes off the air. Opening announcements are carried by the whole network, but closing will be made locally from each station, giving a typical three-minute station-to-station night rate from the city of origin to some other familiar point, and suggesting the listener consult the directory for other rates or call the long distance operator.

XUM



NEW cubical type antenna has been developed by General Electric engineers for use in the company's new 10,000 watt television transmitter in the Helderberg Hills, 12 miles from Albany. Built of eight hollow copper bars, each four inches in diameter and about seven feet, or one-half wave, long, arranged to form a cube, the antenna is designed to radiate a horizontal polarized wave, carrying both picture and voice on the 4½-meter band, with good signal strength for a distance of 40 miles.

CBS Acquires Building For Studios in New York

CBS has just bought at an undisclosed price the property of the Juilliard Musical Foundation at 47-51 East 52d St., New York, to accommodate a steady increase in business which has resulted in a pressing need for more studio room. The seven-story building is valued by the city at $380,000 and stands 75 feet front on the street and 100 feet long, adjoining the northeast corner of Madison Ave.

CBS, whose headquarters are directly opposite the property at the southeast corner of Madison Ave. and 52d St., plans to spend several hundred thousand dollars modernizing the building and adding studios.

The Juilliard property, owned by the Foundation since 1924, originally belonged to the Vanderbilt family, and has been used for a music center for several years. The exceptional ceiling heights of the auditorium is one feature which commended the property to Webb & Knapp, real estate advisers to CBS, which plans to use the auditorium for the broadcasting of concerts and other programs requiring large studio accommodations.

Scott Tissue on 36

SCOTT PAPER Co., Chester, Pa., from March 13 through June 9 is sponsoring one-minute to five-minute participations and 100-word announcements on women's programs on 36 stations throughout the country, and is also participating in the *Marjorie Mills* program on seven Yankee stations for Waldorf and Scott paper towels and tissues. The campaign will start again in the fall to run from Sept. 18 through Dec. 15. J. Walter Thompson Co., New York, handles the account.

AFRA Seeks Contracts in Los Angeles, Dickers With San Francisco Stations

WITH Donald W. Thornburgh, CBS Pacific Coast vice-president, having returned to his Hollywood headquarters after two weeks in Washington and New York, negotiations were resumed with American Federation of Radio Artists and at press time it was expected the contract calling for substantial wage increases for staff employes of KNX, the network's owned and operated station, would be signed. The contract, details of which were not available, has been agreed upon orally, according to AFRA executives, and it will go into effect immediately upon being signed.

When that station is signed AFRA will then give attention to KFI-KECA, the NBC Red and Blue network affiliates and KHJ, the Don Lee Broadcasting System outlet, all located in Los Angeles. AFRA is preparing to take over the entire Los Angeles territory, following expiration of agreements signed by the local independent stations with CIO.

CIO Union Withdraws

The latter organization has practically abandoned its radio efforts on the West Coast and is not expected to oppose the AFRA move. Six-month pacts signed by CIO with KFAC, KFVD and KRKD have expired. CIO has been operating on a month-to-month agreement with KEHE and has a gentleman's agreement with KGFJ, and secured only tentative recognition from KMTR. Technicians of KFOX, Long Beach, Cal., as well as those of KFWB, Hollywood, are affiliated with International Brotherhood of Electrical Workers, an AFL union. Soon as the regional agreements have been signed with the networks, AFRA will start negotiations with these local stations and extend activities to other parts of the West Coast.

Denying published reports to the contrary, Lindsay MacHarrie, Los Angeles Chapter board member, stated that the AFRA national board had not passed a resolution in New York giving Radio Writers Guild complete jurisdiction over radio script writers. He also refuted the statement that at the Hollywood mass meeting of radio writers held Feb. 28, an agreement was reached for all writers in AFRA to transfer to the Guild within 90 days. MacHarrie stated that no action or change in affiliation will be taken for at least two months and that a committee has been named to look into the advisability and benefits to be derived by joining Radio Writers Guild. He further stated that there can be no official change in status until a membership vote has been taken two months hence.

San Francisco Developments

More than 150 writers attended the Hollywood meeting when the move by Radio Writers Guild to expand nationally and enroll AFRA West Coast members was discussed. Henry Fisk Carlton and Ruth Adams Knight, representing RWG, outlined plans and prospects. The meeting had the sanction of AFRA under whom Hollywood radio writers are organized.

Emily Holt, executive secretary of AFRA, was in San Francisco recently to confer with Vic Connors, secretary of the Bay District chapter of AFRA, I. B. Kornblum, secretary of the Los Angeles chapter and other executives of the union, to discuss a new commercial scale for radio artists appearing on the regional networks in the 11 Western States.

It was stated that the scale agreed upon will be approximately one-third less than that set for coast-to-coast commercial broadcasts. All the differences between the San Francisco and the Los Angeles AFRA units were smoothed over before Miss Holt departed for New York.

Although no figures were divulged by Miss Holt or Connors, it was stated that the Western scale will be so far below the Eastern rates that it will be to the sponsors' advantage to try out on the Coast any shows being considered for national release.

San Francisco station managers have not as yet been notified what the new rates will be, according to reports.

Transmitter Move Planned by WEAF

NBC has filed application with the FCC for a construction permit to erect a new antenna for WEAF, New York key of the Red network, at Port Washington, Long Island, approximately 10 miles closer to Manhattan than WEAF's present transmitter site at Bellmore, L. I. Construction of the new antenna, a constant cross-section vertical radiator 740 feet high, will be started immediately upon receipt of FCC approval, and NBC hopes to begin operation from Port Washington in the fall. Present transmitter equipment will be moved to the new site, it was said, duplicate apparatus making the move possible without interruption of broadcasting.

NBC engineers have been looking for a new site for WEAF for two or three years to improve the station's signal strength in New York City and the surrounding metropolitan area. The Bellmore site was chosen in 1926, when the low selectivity of the receivers then in use made it necessary for a high-power transmitter to be located much farther out of the thickly-populated section than is essential today. The new-type antenna, similar to that used by WJZ, Blue network key station, will aid the station in laying down a better signal and the fact that the new site is surrounded by water on three sides will also strengthen the signal. Present site at Bellmore is approximately 25 miles from Central Park, while the new location, on the north shore of Long Island, is only about 15 miles out.

AMERICAN Guild of Musical Artists, with a large membership of operatic and concert stars, is at present working on a deal with the subsidiary concert bureaus of NBC and CBS which will apply to concert bookings only. An agreement between the networks and AGMA will probably be signed shortly as a result of meetings still in progress as BROADCASTING went to press. Major points have already been agreed upon, including negotiations on lower booking fees.

AFRA Not to Ban WPA Wisecracks

Refuses to Follow AFA Rule; Negotiates With MBS Keys

THE AMERICAN Federation of Radio Artists will definitely not follow the example of the American Federation of Actors in banning WPA jokes, according to Emily Holt, executive secretary of AFRA. "Our members are hired to read scripts," she told BROADCASTING, "and the responsibility for the material they are given to read lies with the advertisers, agencies and broadcasters and not AFRA."

Negotiations are now under way with WGN and the West Coast key stations of MBS, she said, to bring them into line with WOR and NBC and CBS. AFRA is also working on standard wage scales and conditions of employment for actors, singers and announcers by regional networks and by the makers of transcriptions, she added, although she refused to discuss any particulars of these contracts or to say when they will be submitted. It is understood, however, that they will follow the general pattern of the network contracts, and that they will be presented in the spring.

In the main, the contracts covering AFRA members employed on network commercials have gone into effect without causing any major disturbances, she said, stating that the main change had been a shortening of rehearsal time.

There have been many discussions with agencies over special cases which did not seem to fit the code, but in almost every instance a solution has been found and a special ruling made without straining friendly union-employer relations.

Now under discussion is a revised scale for announcers engaged on programs under participating sponsorship at the stations covered by the network agreements. Mrs. Holt stressed the fact that all rulings thus far made have been temporary revisions only, and that none of the terms of the contracts has been officially changed. Discussions with the Radio Writers' Guild over acceptance of writers as members of AFRA's Hollywood local will continue until a satisfactory agreement is reached, she said.

Benchley Shifts to Blue After *Information Please*

P. LORILLARD Co., New York, will move its *Melody & Madness* program with Robert Benchley from the present Sunday evening spot on CBS to the 9-9:30 Tuesday evening period on NBC-Blue, immediately following the Canada Dry *Information Please* quiz show, on May 23. The MacFadden *Mary & Bob's True Stories* series, now broadcast on the Blue 9-9:30 p. m. Tuesdays, on that date will move to the 9:30-10 p. m. position now occupied by *Doctor Rockwell's Brain Trust*, sustaining program which NBC has built for sponsorship on the Blue as a part of its build-the-Blue campaign [BROADCASTING, March 1]. This program will have completed its 13-week test run the week previous to May 23 and NBC hopes to have it sold and settled in a permanent spot before then. Lorillard program will use from 90 to 95 stations, on a 52-week contract, placed through Lennen & Mitchell, New York.

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Broadcast Advertising

☐ Two years for $5

☐ One year for $3

☐ Check is enclosed

☐ Send bill

YEARBOOK
Number Included

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No extra charge for Canadian subscription. For foreign subscription, add $1 a year.

FIRST CLASS
Permit No. 1208-R
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—POSTAGE WILL BE PAID BY—

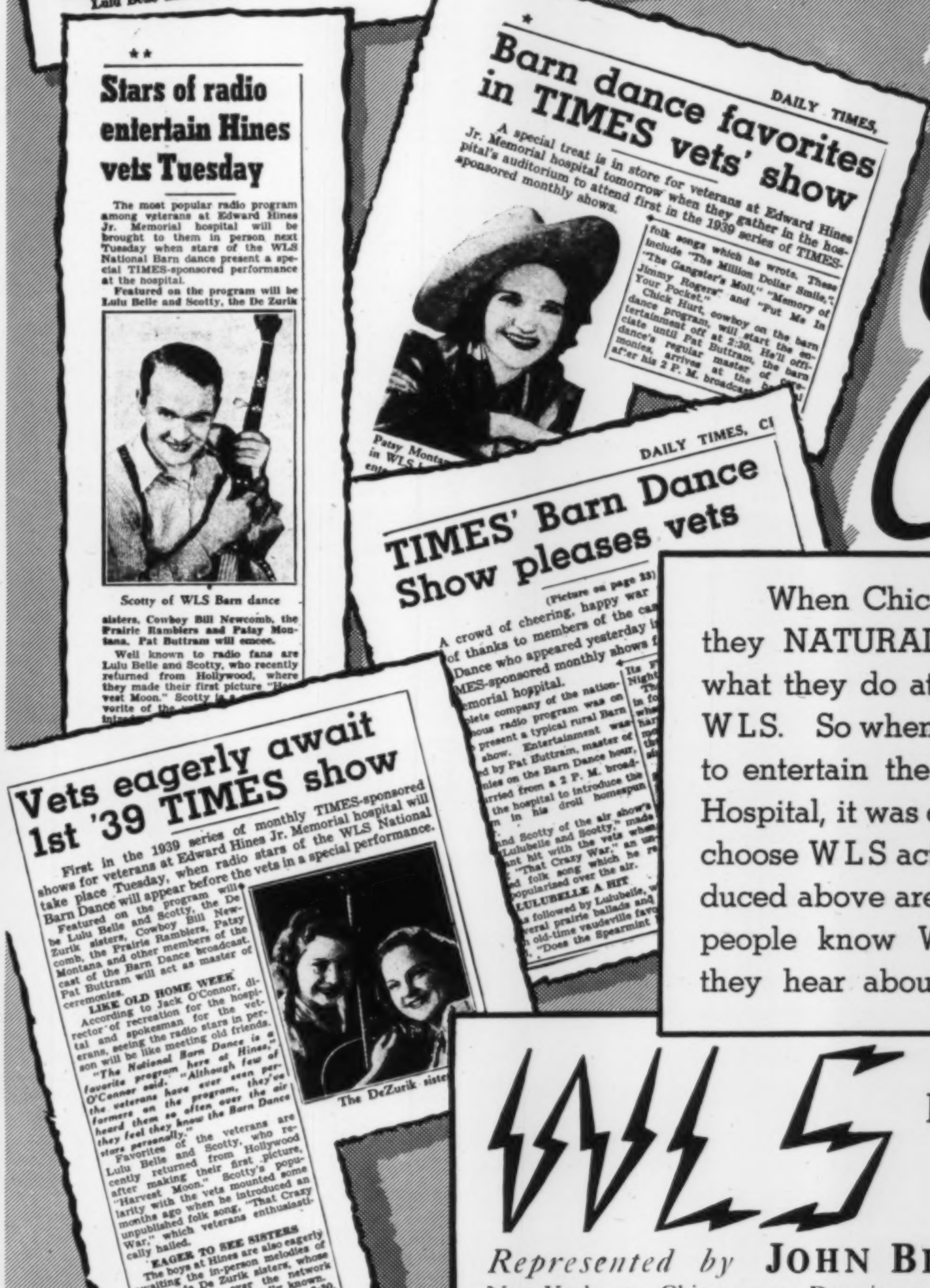
BROADCASTING MAGAZINE,
NATIONAL PRESS BLDG.,
WASHINGTON, D. C.

Lulu Belle and Scotty "whoop 'er up."

Barn dance comes to 'Buddies'—Performers from radio station WLS entertain world war casualties at Edward Hines Memorial hospital. Vets enjoy first of 1939 TIMES-sponsored shows. (TIMES Photos) —*See p. 15.*

DeZurik sisters sing 'em hot 'n' low.

Patsy Montana and Prairie Ramblers.



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Stars of radio entertain Hines vets Tuesday

The most popular radio program among veterans at Edward Hines Jr. Memorial hospital will be brought to them in person next Tuesday when stars of the WLS National Barn dance present a special TIMES-sponsored performance at the hospital.

Featured on the program will be Lulu Belle and Scotty, the De Zurik sisters, Cowboy Bill Newcomb, the Prairie Ramblers and Patsy Montana. Pat Buttram will emcee.

Scotty of WLS Barn dance

Well known to radio fans are Lulu Belle and Scotty, who recently returned from Hollywood, where they made their first picture "Harvest Moon." Scotty

*

DAILY TIMES,

Barn dance favorites in TIMES vets' show

A special treat is in store for veterans at Edward Hines Jr. Memorial hospital tomorrow when they gather in the hospital's auditorium to attend first in the 1939 series of TIMES-sponsored monthly shows.

folk songs which he wrote. These include "The Million Dollar Smile," "The Gangster's Moll," "Memory of Jimmy Rogers" and "Put Me In Your Pocket."

Chick Hurt, cowboy on the barn dance program, will start the entertainment off at 2:30. He'll officiate until Pat Buttram, the barn dance's regular master of ceremonies, arrives at the af'er his 2 P. M. broadcast.

DAILY TIMES, CI

TIMES' Barn Dance Show pleases vets

(Picture on page 23)

A crowd of cheering, happy war of thanks to members of the ca Dance who appeared yesterday i MES-sponsored monthly shows f emorial hospital.

plete company of the nationous radio program was on present a typical rural Barn show. Entertainment was d by Pat Buttram, master of nies on the Barn Dance hour, rried from a 2 P. M. broadthe hospital to introduce the in his droll homespun

and Scotty of the air show's "Lulubelle and Scotty," made nt hit with the vets when "That Crazy War," an und folk song which he re popularized over the air.

LULUBELLE A HIT

s followed by Lulubelle, weral prairie ballads and old-time vaudeville favo "Does the Spearmint

Vets eagerly await 1st '39 TIMES show

First in the 1939 series of monthly TIMES-sponsored shows for veterans at Edward Hines Jr. Memorial hospital will take place Tuesday, when radio stars of the WLS National Barn Dance will appear before the vets in a special performance.

Featured on the program will be Lulu Belle and Scotty, the De Zurik sisters, Cowboy Bill Newcomb, the Prairie Ramblers, Patsy Montana and other members of the cast of the Barn Dance broadcast. Pat Buttram will act as master of ceremonies.

LIKE OLD HOME WEEK

According to Jack O'Connor, director of recreation for the hospital and spokesman for the veterans, seeing the radio stars in person will be like meeting old friends.

"The National Barn Dance is a favorite program here at Hines," O'Connor said. *"Although few of the veterans have ever seen performers on the program, they've heard them so often over the air they feel they know the Barn Dance stars personally."*

Favorites of the veterans are Lulu Belle and Scotty, who recently returned from Hollywood after making their first picture, "Harvest Moon." Scotty's popularity with the vets mounted some months ago when he introduced an unpublished folk song, "That Crazy War," which veterans enthusiastically hailed.

EAGER TO SEE SISTERS

The boys at Hines are also eagerly awaiting the in-person melodies of the blonde De Zurik sisters, whose close harmony over the network has made them nationally known.

The program will start at 2:30. Cowboy Chick Hurt will act as master of ceremonies until the arrival

The DeZurik siste

An Old Chicago Custom

When Chicagoans want entertainment, they NATURALLY turn to WLS. That's what they do at home--turn their radios to WLS. So when the Chicago Times wanted to entertain the war veterans at the Hines Hospital, it was only NATURAL they should choose WLS acts. All the clippings reproduced above are from the Times. Chicago people know WLS; they read about it, they hear about it, and they listen to it.

WLS

**THE PRAIRIE
FARMER STATION
CHICAGO**

Represented by **JOHN BLAIR & COMPANY**

New York • Chicago • Detroit • Los Angeles • San Francisco

End of Net Inquiry Seen in Mid-April

Management, Ownership Phases to Be Next Under Scrutiny

By LEWIE V. GILPIN

ENTERING the fifth month of its so-called network-monopoly inquiry, the special FCC committee for the first time is able to see the end of the drawn-out proceedings, probably in mid-April.

As the committee started the second broad phase of its study March 14, members had ringing in their ears the sharp comments of Elliott Roosevelt, second son of the President and head of Texas State Network, who covered the entire gamut of regulatory problems and made flat recommendations on practically every one. Most sensational, however, was his recommendation that indefinite licenses be issued stations, revocable only upon showing they have failed to operate according to law. He flayed the six-month license as a deterrent to industry stability and urged in its place certificates of convenience and necessity which would run until revoked for cause.

Intervenors Scheduled

Mr. Roosevelt's testimony closed the network presentation, which began Nov. 14 when NBC launched its case. Since that time, national and regional networks have paraded before the committee, usually with only Commissioners E. O. Sykes and Paul A. Walker sitting. Chairman Frank R. McNinch was present during Mr. Roosevelt's testimony and handled much of the examination. Vice-Chairman Thad H. Brown, who was a regular attendant during the earlier phases of the hearing, has been out of town for the last fortnight in connection with the Great Lakes radio survey, which he is directing.

As things stand now, the "grand finale" is expected in mid-April, when the FCC itself will place in the record data which probably will cut across all phases of the direct testimony, with particular emphasis on results of the various questionnaire surveys it has made. A substantial amount of data computed by the Commission, however, will go into the record during the weeks of March 21 and March 28 under present plans, in connection with its study of management contracts and multiple ownership, along with related phases.

On March 14 the committee was to call the roll of seven "intervenors" or groups outside the broadcasting industry, who have asked to appear. These include American Civil Liberties Union, which, if it follows past performances, would call for elimination of every semblance of censorship and for forum discussions on the air; American Guild of Musical Artists Inc., which is expected to expound on the alleged monopoly in the concert field of the major networks; CIO, which has indicated it will protest the purported discrimination against labor organizations by broadcasting groups; L. L. Coryell, a onetime applicant for a station in Lincoln, Neb., who has implied existence of a "local monopoly"; Independent Radio Network Affiliates, which will appear through George W. Norton Jr., WAVE, general counsel, in connection with network relations with affiliated stations; and, finally, the National Committee on Education by Radio through S. Howard Evans, secretary, who in the past has called for better treatment of educational groups in radio allocations and for cleaning up of regulations.

In addition, Norman Baker, erstwhile American broadcaster who now operates a Mexican border station, also has filed an appearance, but it is not known whether he will testify.

Management Contracts

Definitely scheduled for March 21 is the management contract phase of the inquiry. Based on data procured from its questionnaires, the committee will ask a score of licensees to testify in connection with "remote control" operation of their facilities by other units. The list includes NBC; CBS; Westinghouse, for KDKA, KYW, WBZ, WBZA; General Electric, for WGY; KPLT, Paris, Tex.; WCAM, Camden; WBAX, Wilkes-Barre; WQDM, St. Albans, Vt.; KSFO, San Francisco; WCAD, Canton, N. Y.; WRJN, Racine, Wis.; WWL, New Orleans; WMBI, Chicago; WFBG, Altoona, Pa.; WESG, Elmira, N. Y.; WCAO, Baltimore; WFBR, Baltimore; WJRD, Tuscaloosa, Ala.; KROW, Oakland, Cal.; and KADA, Ada, Okla.

Definitely scheduled for March 28 is the multiple ownership phase, which embraces station ownership by industrial classifications such as newspapers, insurance companies and the like; stock ownership by individuals in more than one station; background and experience of station executives; owners active in station operation and those non-active, and numerous other breakdowns which will be computed from the questionnaire returns. These probably will be introduced in exhibit form by the FCC, rather than through industry witnesses.

The FCC's broad study of the transcription field is tentatively slated for the week beginning April 4, though this time is not definite. Gerald King, head of Standard Radio, is scheduled to appear out of turn March 14 for the Radio Transcription Producers Association of Hollywood Inc. but his testimony will be included in the transcription phase of the proceedings. Important testimony is expected from Percy L. Deutsch, president of World Broadcasting System, particularly in the light of that organization's projected sale of CBS, as well as NBC's operation of Theasurus as a subsidiary in the transcribed field.

Regionals Testify

If this pace is maintained, the Commission itself will wind up the proceedings during the week of April 12, when its general data covering all phases of the investigation will be incorporated in the record.

While Mr. Roosevelt's provocative testimony March 7 and 8 highlighted the last fornight's presentation, several other regional networks, through their operating heads, offered testimony of a significant nature. After Mr. Roosevelt had presented his direct statement under examination by his counsel, William A. Porter, he was subjected to rigid cross-examination by committee members and S. King Funkhouser, FCC special counsel.

George W. Trendle, head of WXYZ and the Michigan Network, and H. Allen Campbell, treasurer and general manager, testified in connection with the noteworthy strides of that organization, particularly in the programming field. The meteoric success of the *Lone Ranger* and *Green Hornet* series commanded considerable committee attention and the witnesses emphasized they had spent vast sums in developing talent and programs.

Other regional network executives who appeared during the fortnight included Guy C. Hamilton, president of McClatchy Broadcasting System and the California Radio Network; William Weisman, vice-president of Inter-City Broadcasting System; Martin Campbell, manager of WFAA, in connection with Texas Quality Network; Carl E. Haymond, president and manager of the Pacific Broadcasting Co.; Harold E. Smith, president of Empire State Network, and S. C. Ondarcho, manager of WBTM, Danville, for the Virginia Network.

Yankee-Colonial Coverage

Paul A. deMars, technical director of Yankee Network, was called Feb. 28 by Paul D. P. Spearman, Yankee-Colonial counsel, to complete, with supplementary technical engineering data, the network's presentation in the FCC's inquiry into network operations.

Interpreting a series of maps indicating day and night coverage, with duplicated areas, for individual stations on both the Yankee and Colonial networks, Mr. deMars said that of a total Yankee network population coverage of 7,240,567, 10.75% received duplicated daytime service, while of 5,638,552 nighttime coverage, 6.63% was duplicated. For Colonial stations, as of Jan. 1, 1939, of 5,595,359 served 6.45% or 362,999 received duplicated daytime service, with duplication subsequently reduced upon operation of WATR's new transmitter, while 3.45% of the 3,974,210 included in nighttime primary coverage got duplicated service.

Reversing the usual order by first presenting engineering testimony, Ben S. Fisher, counsel for Pacific Broadcasting Co., called E. C. Page, of the engineering firm, Page & Davis, for a brief appearance. Mr. Page referred to the exhibit he previously had presented and explained for Don Lee, pointing out its inclusion of data on the PBC stations in Oregon and Washington [BROADCASTING, March 1]. Briefly he re-outlined coverage and duplication data applying to the PBC stations.

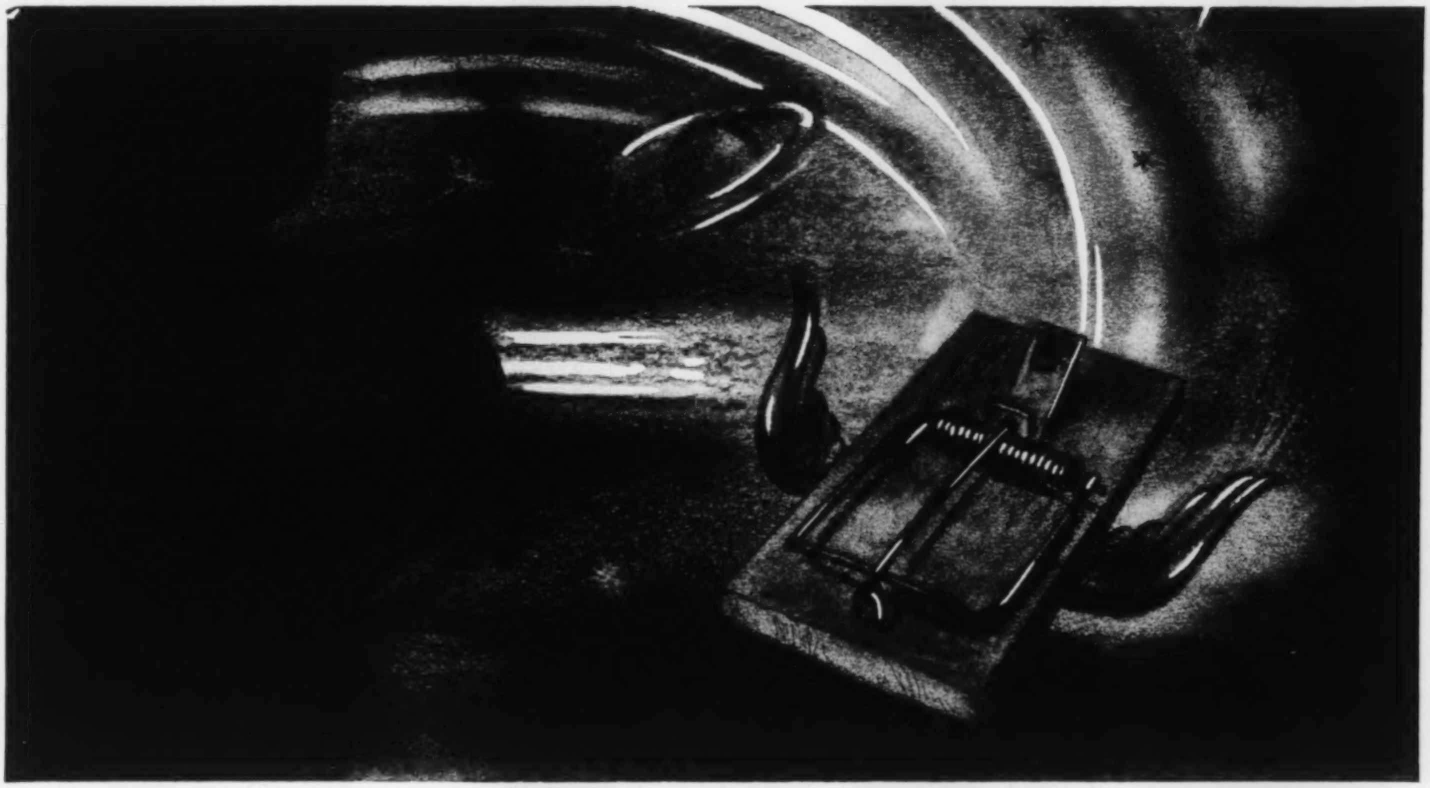
Haymond for Pacific

Carl E. Haymond, president and general manager of Pacific Broadcasting Co. and owner of KMO, Tacoma, and KIT, Yakima, followed Mr. Page to the stand. As stockholders in the company, each holding 666⅔ shares, he listed himself, Louis Wasmer, owner of KGA and KHQ, Spokane, and Archie Taft, owner of KOL, Seattle.

Mr. Haymond declared that PBC, embracing nine stations in Washington and five in Oregon, was organized in the summer of 1937 to provide outlets for MBS-Don Lee service in the two States. Under its contract with Don Lee, PBC is given the exclusive privilege of carrying MBS and Don Lee network programs, with PBC itself contracting for telephone lines serving its 14 stations and paying

(*Continued on page 60*)

CERTIFICATES of convenience are a necessity for broadcasting, said Elliott Roosevelt (center), president of Texas State Network, in his appearance before the FCC Network Inquiry Committee. Discussing his presentation during intermission are Commissioners E. O. Sykes, (left) and Paul A. Walker [For Mr. Roosevelt's testimony, see page 60.]



We Turned Mousetraps Into Space Traps and CAUGHT A WHALE!

Remember the old story of the mousetrap and the beaten path?

It, so we decided long ago at WSM, wouldn't work in radio without a change or two. In radio you don't sit and wait for the world, you build your mousetraps (broadcasts if you please) and send them out to catch the listeners. And whether or not you catch any listeners depends, in the final analysis, on two things, *how well* you build and *how far* you send. This explains why WSM has spent many years gathering one of the largest and most versatile single station talent staffs in America, why WSM broadcasts run the gamut from blackface to basso profundo, from Sunday School to swing. *To catch an audience we have deliberately gone about the business of making our traps as varied and as interesting as we possibly could.*

This policy, coupled with the clear channel power of WSM's 50,000 watts, has succeeded in capturing a whale of an audience. Its size can be demonstrated by the mail we pull. Its loyalty can be confirmed by any sort of audience test you choose. Its buying power is best demonstrated by the number and class of advertisers who use the WSM space trap technique to capture new markets for their *products.*

May we show you facts and figures about this audience and its buying ability?

THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY INCORPORATED SHIELDS YOU

Air Castle of the South

WSM

NASHVILLE, TENNESSEE

CLEAR CHANNEL

50,000 WATTS

N B C

National Representatives: Edward Petry & Co.

The Faith of Our Audience Comes First

XUM

Atlantic City Gets New Local Station

WKEU Denied Macon Shift; WNLC on Fulltime Basis

WITHOUT a dissenting vote and with only one commissioner (Brown) absent, the FCC on March 6 authorized the Press-Union Publishing Co., Atlantic City, publisher of the *Atlantic City Press* and *Union*, morning and evening newspapers, to erect a new station in that city. It will operate with 100 watts night, 250 day on 1200 kc.

In making the grant, the Commission sustained a recommendation last July by Examiner Hill on the basis of a hearing held in June, 1937. It held that need for additional service in the area had been shown and that economic support and talent appear to be available for the proposed station.

Atlantic City now has a 5,000-watt station on 1100 kc., WPG, which is under sale option to Arde Bulova, New York watch manufacturer and broadcast station owner, who proposes to merge it with WBIL, New York, with which it shares time, in order to make WBIL a full-time New York outlet, at the same time deleting WOV, New York.

An application to move WKEU, Griffin, Ga., into Macon, was denied March 6 by the FCC. Now a 100-watt daytime outlet on 1500 kc., it was proposed to shift it to 1310 kc., with 100 watts night and 250 day, if the move into Macon were authorized.

WNLC, New London, Conn., was authorized to increase from daytime on 1500 kc. to fulltime, continuing with 100 watts, effective March 13.

Amarillo Rehearing Denied

A petition for rehearing by W. C. Irwin, Amarillo, unsuccessful applicant for a new station there to operate with 100 watts night and 250 day on 1500 kc., was denied. Mr. Irwin also asked for reconsideration of the grant of a 100-watt fulltime station on 1500 kc. in Amarillo made last Nov. 1. The successful applicant was Amarillo Broadcasting Corp., headed by C. S. Gooch, local radio and appliance dealer, with J. Lindsey Nunn as vice-president and Gilmore N. Nunn, as secretary-treasurer. The Nunns also own WLAP, Lexington, Ky., and recently negotiated for acquisition of control of WCMI, Ashland, Ky., subject to FCC approval.

Iron Fireman Plans

STUDIO programs, transcribed musical programs and spot announcements will be used in two nationwide spot campaigns to be launched during 1939 by Iron Fireman Mfg. Co., Portland, Ore. (heating equipment). According to Joseph R. Gerber Co., of Portland, Ore., agency handling the account, all media will be used, including leading national magazines and trade journals, newspapers, direct mail, outdoor posters, display pieces, exhibits and radio. The agency has already prepared 90 suggested spot anouncements, which are available upon request of dealers. Eight 15-minute transcriptions of bands are also loaned by the company to dealers.

"MOST BEAUTIFUL radio home economist in America," claims WOWO, Fort Wayne. The comely lass is Dorothy Wright, known to her listeners as *Jane Weston*, and she presides over the Westinghouse station's model kitchen. Given to superlatives, W. C. (Buffalo Bill) Swartley, WOWO manager, last year claimed his Bob Wilson was the youngest news commentator, and started a feud that had ye editors hanging on the ropes. He insists he's correct on Miss Wright, because the movie scouts have been around, and would have her in Hollywood but for the fact that she becomes Mrs. Karl Conner soon, and then goes into home economics on a practical basis.

Rexall to Use 200

UNITED DRUG Co., Boston, from April 15 to May 1 will use about 200 stations for a spring campaign of *Rubinoff and His Violin* programs, recorded by RCA, which will tie up with one-cent sales for Rexall Drugs conducted for four-day periods in various sections of the country. Arthur Boran, impersonator; Buddy Clark, singer, and a 35-piece orchestra will be on the transcribed programs with Graham McNamee as announcer. Street & Finney, New York, handles the account.

Gas and Electric Groups Book Coast Radio Drives

GAS APPLIANCE SOCIETY of California, San Francisco, on March 15 launched a concentrated 10-day radio campaign over 25 stations in Northern and Central California extolling the qualities of C. P. (certified performance) gas ranges. Six hundred spot announcements were scheduled as well as five-minute participations on home economics programs on 12 stations. The campaign is cooperative and is backed up by copy in newspapers, dealer cards, movie slides and dealer contests. Agency is Jean Scott Frickelton, San Francisco.

The same agency is preparing a radio campaign for Electrical Appliance Society of Northern California, San Francisco, which will be launched on a group of approximately 20 California radio stations on April 10, continuing until May 6. Spot announcements will be used and the campaign will concentrate on electrical refrigerators.

H. V. KALTENBORN, CBS news analyst, on a national lecture tour, has been cast in a supporting role in the Warner Bros. film, "Confessions of a Nazi Spy," now being produced in Hollywood. It is understood he will also be the "voice" in a series of 10 current events films.

Combined Billings of Major Networks Showed Increase of 2.1% for February

COMBINED time sales of the coast-to-coast networks in February totaled $6,566,842, a gain of 2.1% over the $6.431,638 billed in February, 1938. For the first two months of 1939 the combined gross billings are $13,589,877 topping last year's billings for the same period of $13,374,993 by 1.6%. Billings are uniformly slightly below the January figures but only because February is a shorter month by three days.

NBC, whose gross billings for the month were $3,748,695, or 7.2% above the February 1938 figure of $3,498,053, reported $2,823,497 in time sales for the Red network and $925.198 for the Blue. For the two-month period, NBC's total was $7,782,595, a gain of 6.7% over the billings of $7,291.569 for the first two months of 1938. Red network cumulative billings for this year to date total $5,859,008; Blue total is $1,923,587.

For the month of February, MBS showed billings of $276,605 for this year and of $253,250 for last, a gain of 9.2%. Mutual two-month billings total $591,683 for 1939 and $523.144 for 1938, a gain of 13.1%. CBS reports $2,541,542 for February 1939, a 5.2% loss as compared with $2,680,335 for the same month of 1938, the eleventh consecutive month that CBS billings have been less than those for the corresponding month of a year previous. For the two-month period, CBS gross time sales totaled $5,215,599, or 6.2% under the 1938 total of $5,560,280.

Gross Monthly Time Sales

	1939	*% Gain over 1938*	*1938*
NBC			
Jan.	$4,033,900	6.3%	$3,793,516
Feb.	3,748,695	7.2	3,498,053
CBS			
Jan.	2,674,057	—7.1	2,879,945
Feb.	2,541,542	—5.2	2,680,335
MBS			
Jan.	315,078	16.7	269,894
Feb.	276,605	9.2	253,250

Phillips Oil on 15

PHILLIPS PETROLEUM Corp., Bartlesville, Okla., is sponsoring 10-minute news broadcasts from three to six times weekly on WBBM KWK KSTP KRNT KTUL KGBX KGNC WIRE, KFH WELL WIBM WKZO WFDF WOOD-WASH WJIM. Lambert & Feasley, New York, handles the account.

BARTLEY BECOMES YANKEE EXECUTIVE

APPOINTMENT of Robert T. Bartley, former director of the Telegraph Division of the FCC, as executive secretary to the president, was announced March 6 by John Shepard 3d, Yankee Network president. Mr. Bartley takes over his new duties March 27.

Mr. Bartley

Mr. Bartley became director of the Telegraph Division shortly after the creation of the FCC in 1934 and left that post in 1937 at the time Chairman McNinch abolished directorships. He is now senior securities analyst of the Securities & Exchange Commission. Prior to joining the FCC he was executive assistant to William Splawn, then special counsel to the House Committee on Interstate & Foreign Commerce.

With the Yankee Network, Mr. Bartley will work on special studies and assignments as directed by Mr. Shepard. It is understood the recent FCC splurge of questionnaires was responsible in some measure for Mr. Shepard's decision to retain Mr. Bartley. Simultaneously, Mr. Shepard announced there would be no change in present personnel or duties of Yankee executives, with Roy Harlow continuing as vice-president in charge of station operations and Linus Travers as vice-president in charge of sales and productions.

Steinmans Seek Control Of WKBO, Harrisburg

AUTHORITY to purchase 75% control of WKBO, Harrisburg, Pa., is sought by J. H. and John F. Steinman, publishers of the *Lancaster New Era* and *Intelligencer Journal* and operators of the Mason-Dixon Group, in an application filed with the FCC. They seek to buy the interest now held by the *Harrisburg Telegraph Press*, which also operates WHP in that city. WHP would be retained by the *Telegraph Press* interests, being a regional CBS outlet. It is understood that an option has also been acquired by the Steinmans on the remaining 25% of the stock. The proposed purchase price for the 75% interest would be $27,500.

WKBO is a local outlet and early in March joined NBC as a supplementary, being made available only in conjunction with WORK, York, and WGAL, Lancaster. These are two of the Steinman group of stations, the others being WEST, Easton; WAZL, Lancaster; WILM and WDEL, Wilmington.

Penney Goes National

FOLLOWING a successful 26-week test over WOW, Omaha, J. C. Penney Co. will embark on its first use of radio on a national basis with *The Jangles*, a program developed by Jettabee Ann Hopkins, author, creator and star of the program. It will be placed on 16 stations by transcription through Pedlar & Ryan. Account executive is Ralph Allum. Miss Hopkins will assemble a new cast in New York and the name of the program probably will be changed to *Jerry's Adopted Daughter*.

An Advertiser

MADE HIS OWN SURVEY

Completed 3,000 *personal house-to-house calls and found a* 3 TO 1 PREFERENCE FOR KVOO IN TULSA

Good programs appeal to everyone, in cities, small towns and on the farm. KVOO has *full-time Red and Blue* N.B.C. Network service, plus popular local shows, news and special events, attracting maximum listeners to Oklahoma's most powerful station!

The operator of one of Tulsa's largest service institutions decided to come back on the air! *But to what station?* He made his own survey with his own crew of drivers. 3,000 personal calls were completed, in every section of Tulsa, *as the drivers made their usual rounds,* between 8 and 10 A.M. Where the drivers heard radios playing, they asked, casually: "What station are you listening to?" This unique survey showed that 3 out of 4 radios were tuned to KVOO. *Needless to say, this advertiser is now using KVOO.*

KVOO

TULSA OIL CAPITAL OF THE WORLD

25,000 Watts **Both N.B.C. Networks**

EDWARD PETRY AND COMPANY

National Representatives

Local Station's Place in the Spectrum

Agency Time Buyer and Operators of Small Outlets Give Views

TO WIND UP once and for all the local station-agency controversy, three representatives of local stations and one of an agency handling national accounts here present their ideas of just what's what.

CARRYING through the widespread discussion started by Emerson Brewer, of Gardner Adv. Agency, St. Louis, in the Jan. 15 BROADCASTING, and continued from the station angle by Hugh F. Ferguson, of WFMD, Frederick, Md., in the Feb. 1 issue, herewith are presented excerpts of some new ideas advanced by Murray Carpenter, time buyer for Compton Advertising Inc., New York, James T. Milne, manager of WELI, New Haven, J. A. Houser, chief engineer of WSYB, Rutland, Vt., and Walter M. Koessler, manager of WROK, Rockford, Ill.

Referring to the two previous articles, Mr. Carpenter declares that although both writers' ideas are based on sound reasoning and judgment "as far as they go", Mr. Brewer has shrewdly analyzed causes without carrying through to effects, while Mr. Ferguson has an intimate knowledge of effects but has not investigated their causes, "and they are both talking about different things".

Price Per Listener

Mr. Carpenter agrees with Mr. Ferguson that a local station can be successful, that it can sell merchandise for an advertiser, but he also points out that local stations have failed to prove that they can deliver listeners in volume, that the price of the local station in relation to the audience delivered represents a favorable ratio between comparative costs of delivering sales messages in volume on the local stations individually and on the networks.

"I operate a small radio station," explains Mr. Milne. "We do virtually all the things that Mr. Brewer suggests he would do if he owned a small station. We report local news, local sports, stress local situations; we make tie-ups with local dealers and give them time; we give free time to schools, churches, civic affairs and devote free time to educational features. We have become dominant in our area because of these activities.

"But programming is not as simple as Mr. Brewer implies. He believes that any local station that has built up a dominant position in its market can readily get national business. Simple, isn't it? But many factors make it anything but easy to convince an advertising man placing national spot business that he should give the local station preference over a more powerful station with network affiliations located 100 miles or more away.

"This business is placed with a distant station for a number of reasons, all of which *appear* to the advertising man to be sound. I emphasize the word "appear" because it only looks that way, and any small, well-managed station can prove that it has more listeners in its area than the powerful distant station. From the small station manager's viewpoint, he is up against a set of conditions over which he has no control. Many time buyers will not be convinced that the local station can do a job.

Distant Coverage

"I agree with Mr. Brewer when he states that the *New York Times* does not compete with the Patchogue local newspaper. The national advertiser does not expect the *Times* to give him complete coverage in Patchogue, some miles distant from New York City. Here is the inconsistency of the comparison of the newspaper and the radio. The advertiser does expect the high-power station to give him complete coverage of any number of cities even more distant than Patchogue — cities that boast of well-managed local stations — stations that can prove they can and are doing an outstanding job for their local clients.

"Yes, I manage a small local station in a good market. I can prove that we are doing a job for our clients. I can prove that we have become a factor in the community that no station on the outside can compete with. I am prepared to extend reasonable merchandising cooperation to clients. We can and will build local programs of first quality from the standpoint of listener interest, but I also can prove that our most difficult job is to break down what seems to be fixed ideas among national advertising agencies that, most times, defeat us before we start to sell the account."

Emphasizing further the importance of local listener loyalty, Mr. Houser, of WSYB, declares:

"Here's a tip for the 'big-time' program buyers. When we carry a basketball game, you can go into any house in Rutland, any store, any gas station, any lunchroom or restaurant; in fact, you don't have to go in — just walk around the streets and listen to every radio tuned carefully to WSYB for the game, and not to Eddie Cantor, Rudy Vallee, Chase & Sanborn, or any other 'big-time' programs. Who has the listeners? We do. Who gets the benefit of the advertising? The local sponsor. When this happens, it must not be forgotten that the national advertiser has completely lost 50,000 listeners in spite of the enormous amount of money he has spent on a costly network.

"Mr. Ferguson, in *Is the Local Station Really Local?*, brings out clearly that the local station knows best the type of program that is listened to, and which therefore has the best chance of pulling in results in the form of sales and cash turnover. If it didn't, it doesn't seem to me it would even exist very long as a local station, for in that case it would not even be doing a job for the local advertising merchant, let alone any national spot business. If the national sponsors think they have "remote" coverage because they buy *power*, they have another think coming if there is a local station *on the job*."

Local Cooperation

Mr. Koessler, of WROK, urges consideration of local dealer cooperation, which he says follows naturally from the use of local stations:

"Network advertising no doubt creates consumer demand, but the local merchant's good will is essential to any advertiser. In addition to creating a consumer demand, the local station offers the advertiser this local merchant's good will. Most local independent stations offer a complete merchandising service, and the local station staff, working with its own friends, the local merchants, can assist with counter cards, window displays and other forms of promotion. Advertisers on local stations invariably command preferred positions for displays in all the retail outlets of the station's trading area, because the local station and the local merchant work closely together.

"Taking it for granted that the margin of profit on competitive articles is about the same, the merchant will favor that item which is being advertised over the local station with the program carrying the local merchant's name, address and something of his personality. The merchant's good will is the payoff.

"Practically every local station has several good programs right down the groove for most any product, programs that the local station manager knows will click. If the timebuyer buys one of these programs, he is sure to get his sponsor's money back with a profit, and part of the reason is that the local station's staff knows definitely that this is their idea, that they are a part of it, and they really get in there and pitch.

"It is encouraging to note the comparable figures of radio advertising gross time sales for 1938 on page 9 of the Feb. 1 issue of BROADCASTING. These show that slowly but surely more radio time buyers are using more and more of the local station's tested programs and merchandising assistance."

The Timebuyer Speaks

Speaking from the timebuyer's angle, Mr. Carpenter comments:

"It is true that Mr. Brewer said pretty flatly that 'spectacular and world-known programs and personalities are making the radio audience lose sight of the fact that there are small stations on their dials'. I do not believe that this statement was intended to mean that all small stations are losing circulation. Secondly, I don't believe Mr. Brewer meant to imply that the severe competition of strong network programs has made local stations unnecessary or unprofitable.

"Let's get one thing straight. Network programs *are* popular. National advertisers and networks are spending hundreds of thousands of dollars yearly for the best talent obtainable for the express purpose of building programs of great audience appeal. Even the small-station operators probably would be the last to deny that this procedure has been very successful. There is almost no corner of the United States that is not now served by one or more of the major networks, and it is probably true that almost all local independent stations have felt the pressure of keen competition for audience.

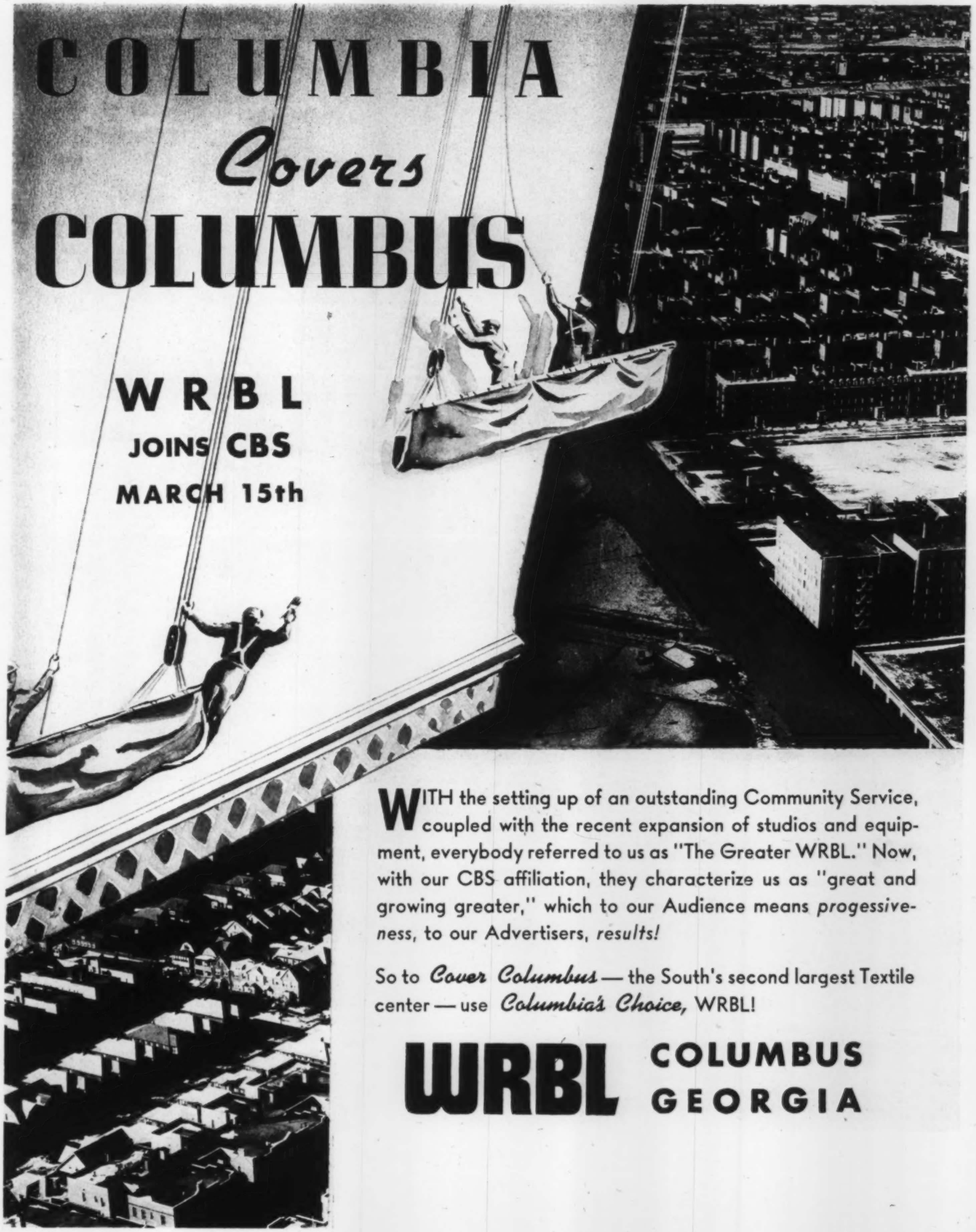
"Like every other agency executive who deals with radio, Mr. Brewer realizes that sponsored network programs are giving local stations a stiff run for their money in the perpetual contest for listeners. Still he suggests that a local station can be successful, and I believe he means it. A local station *can* be successful—*locally!*

"In the same issue of BROADCAST-

(*Continued on page 45*)

KMBC
KITE
WHB

KC'S STATIONS, all five of them, combined facilities for the first time March 5 to broadcast simultaneously a program to further the financial campaign of the Boy Scouts. Originating on "neutral" ground in the Music Hall of the Municipal Auditorium, announcers of the stations took turns conducting interviews with scout leaders. At the mikes (l to r) are Jimmy Coy, KCMO; Neal Keehn, KMBC; Lee Neal, KITE; Bob Caldwell Jr., WHB and Bob Davis, WDAF. Chick Allison, KMBC publicity head in charge of Scout radio publicity, handled arrangements.



COLUMBIA *Covers* COLUMBUS

WRBL
JOINS CBS
MARCH 15th

WITH the setting up of an outstanding Community Service, coupled with the recent expansion of studios and equipment, everybody referred to us as "The Greater WRBL." Now, with our CBS affiliation, they characterize us as "great and growing greater," which to our Audience means *progessiveness*, to our Advertisers, *results!*

So to ***Cover Columbus*** — the South's second largest Textile center — use ***Columbia's Choice,*** WRBL!

WRBL **COLUMBUS GEORGIA**

Video Impression On the Audience To Be Powerful

John Black Sees Potent Force Of Television Advertising

TELEVISION is destined to become the "apex of all advertising media" when it unites sight with sound, and will be "three to ten times more powerful than radio as a selling weapon". This was the prediction of John Black, of J. M. Mathes Inc., advertising agency, in an address March 8 before The Forum of the Advertising Club of New York.

Discussing what he described as some practical aspects of visual radio's application to selling, Mr. Black contended the problem is on the doorstep of advertisers and it is up to enlightened advertising men to be ready for it.

Television's progress promises to be gradual, he declared, technical limitations being such that any overnight prospect of national coverage is "out". On the other hand, regional coverage, perhaps in the 96 concentrated population centers comprising nearly half of the population, is in definite prospect. He advocated "concentrated studies of the new medium in all phases."

First Sponsors

Television today is pictorially in the same state as the movies were some 25 years ago, Mr. Black said. He pointed out that plans are rapidly crystallizing for volume manufacture and distribution of television sets and that it is authoritatively reported sets will retail at about $100, minimum.

Early buyers of television time (or space) probably will include manufacturers of television equipment, firms that will utilize the medium for its novelty value and firms whose sales story is outstandingly pictorial, he added. However, there are no more limits to what may be sold by television than by print or radio, though it is true that certain lines lend themselves with more facility than others to the medium. The truth is, he declared, that if a product can be photographed, it can be sold by television.

With the likelihood of regional coverage, limited to 50 miles, Mr. Black asserted that the retail store should be a natural in the early commercial development and no doubt nationally advertised products such as foods, automotive and cigarettes, will seek to sell by television even on a regional basis because of concentrated population.

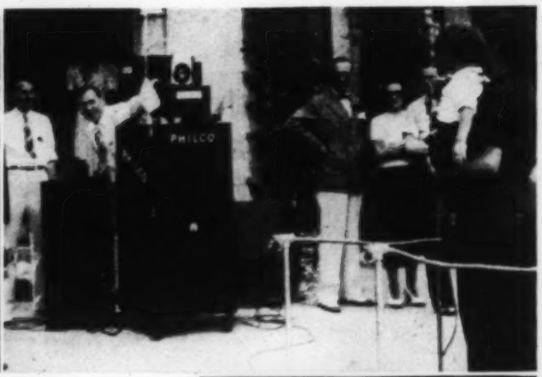
"As one possibility I could imagine the national advertisers filming and recording their productions and thus greatly cutting costs of repeated presentation," he said. "This would be done in much the same way as sound-on-film is made. Indeed, the nearer we get to television advertising, the closer we find our sales technique touching on that of modern movies; the commercial film of today is clearly destined to play an important part in television advertising. During the last two years more than 100 commercial films have been shown in television."

Emphasizing that even though commercial television is not yet a fact and that regulations still prevent its commercialization, Mr. Black nevertheless declared that program planning should be considered. While rates are not yet being talked, he said it is clear that the mechanics of television are expected to cost nearly twice as much as sound radio. If this same ratio is carried over to advertising rates, television time and space costs to advertisers probably will be very high but he said cost is always relative.

"If, as is likely, television develops into a selling medium of high-powered effectiveness, the solution no doubt will lie in a compromise: Less time and space will be taken by television than by radio, since the effectiveness will be so greatly increased."

Mr. Black advised his advertiser audience not to stay away from television when it comes "because you can't finance a huge musical show. Think of your company pictorially, of your product as a picture and strive to put your company's individuality into the program."

Mr. Black advised advertisers not to repeat the early errors of radio by placing too much stress on the sales note, bad taste, and other stigmas in planning use of television. He suggested that advertisers and agencies follow video development in every possible way by viewing shows at the reception end, visiting studios and otherwise keeping abreast.



PHILCO demonstrates its short-distance portable television transmitter, but states it will not be marketed, although a limited number of video receivers will be placed on the market this spring. Upper left photo shows Philco crew setting up apparatus at Palm Beach Country Club in February for demonstrations to its distributors; kneeling at right is Arthur F. Murray, chief television engineer. Right photo shows portable unit with Engineers B. E. Schnitzer and Charles Stec, snapped by Mr. Murray. Right lower photo shows Larry E. Gubb, Philco president, as he appeared on screen of a video receiver, also snapped by Mr. Murray. The unit and demonstration receivers were later taken to New York for a special showing at the company convention, held on March 7.

Philco's Portable Video Transmitter Shown to Dealers at New York Session

A PORTABLE television transmitter, with all its apparatus contained in a box 4½ feet high, 2 feet deep and 1½ feet wide, and weighing approximately 420 pounds, mounted on wheels so that it can be easily moved indoors or out, was used by Philco Radio & Television Corp. to demonstrate television to the dealers and distributors attending its "All Year Round" convention in New York the week of March 6.

With power of less than 1 watt, the transmitter has a broadcasting range of about 175 feet, but during the tests it is so arranged that it does not send out signals which would interfere with other services in the ultra-high frequency region, between 50 and 56 megacycles, in which it operates, according to A. F. Murray, engineer in charge of television at the Philco plant.

The scanning camera, which is mounted on top of the box containing the 83 tubes and other transmitting apparatus, contains a cathode ray tube which produces images of 441 lines, 60 frames per second interlaced, in accordance with RMA standards. Images as viewed on the receivers were clear and of good quality. The receivers were laboratory models, as the sets which will be offered the public will not be shown until they are placed on sale May 1 in New York, Philadelphia and other cities having video transmission, Mr. Murray explained. Philco does not intend exhibiting television at the New York World's Fair.

Won't Market Transmitter

The portable transmitter will not be sold, he said, but was designed by two of his staff of television engineers, Charles Stec and B. E. Schnitzer, purely for use by Philco research men, permitting them to experiment with televising under all sorts of light conditions both indoors and out. It was first demonstrated before the Society of Automotive Engineers in Detroit Jan. 7, he said, and in February was taken to Palm Beach where a beauty contest was televised at the Sun & Surf Club, the bright costumes and the brilliant Florida Sun giving pictures seldom seen around Philadelphia.

Video School Placing

TELEVISION TRAINING Corp., New York, on Feb. 26 started a 13-week campaign of weekly five-minute spot announcements on WHN, New York, and WMCA, New York. More stations may be added later. Huber Hoge & Sons, New York, placed the account.

MPPDA Making a Study Of Film Video Prospects

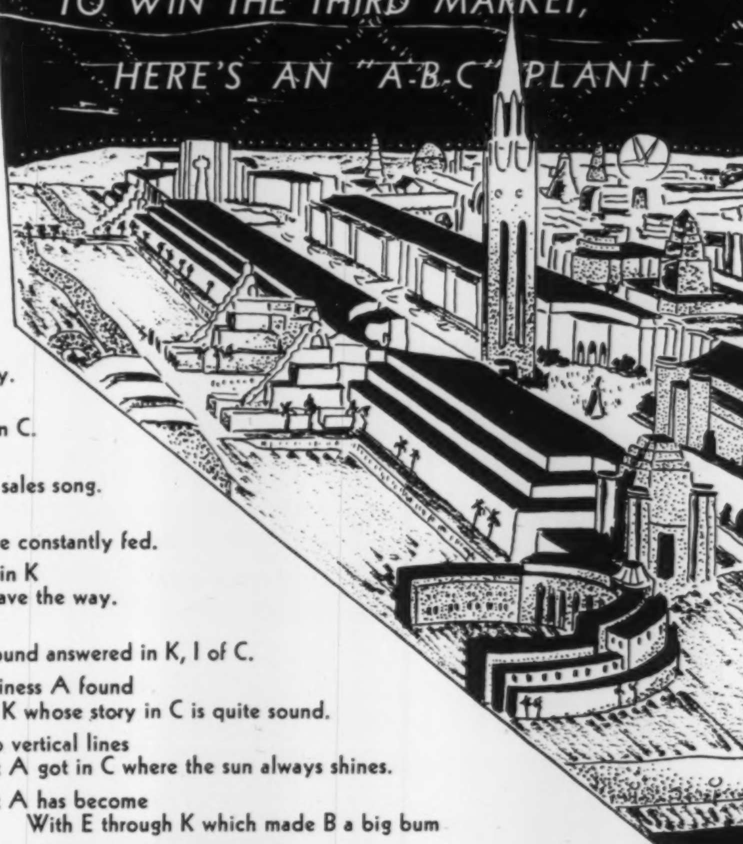
PRESENT status of television is being surveyed by the Motion Picture Producers & Distributors of America, who have engaged Courtland Smith, former president of Pathe News, to collect data and make a report. Unlike the television study made by A. Mortimer Prall for the MPPDA in 1937, which took Mr. Prall and his staff six months to complete and which resulted in an elaborate report urging picture producers to get into television for their own protection [BROADCASTING, June 15, 1937], the Smith study will be a quick, one-man job, which is expected to be completed within a few weeks. According to the Hays office, the present study is merely an informative, factual survey to give the picture industry a picture of television as it is today with respect to both technical and programming development.

Texaco Continues

TEXAS Co., New York, through Buchanan & Co., that city, has renewed its *Texaco Star Theatre* on 92 CBS stations for another 13 weeks effective April 5, continuing the weekly program through June, Wed., 9-10 p. m. (EST). Bill Bacher continues as agency producer with Bill Lawrence representing CBS. Program, which recently underwent several changes, includes Ken Murray, m.c.; Charles Ruggles and Ned Sparks, comedians; Frances Langford and Kenny Baker, vocalists, with guest talent. Jimmy Wallington is announcer and Hal Block heads the writers staff. Talent and format are expected to continue without important changes. It is expected that with final broadcast in June, the program will discontinue for the summer. On its return in fall, a new network time will be selected.

A NEW 100-watt daytime station on 1200 kc. in Palm Springs, Cal., is sought in an application filed with the FCC by Mollin Investment Co., real estate firm.

A HINT TO ALL AD MEN
WITH BUDGETS TO PLAN:
TO WIN THE THIRD MARKET,
HERE'S AN "A-B-C" PLAN!



A is an Ad Man, right up on his toes;
Fairs build up business, A surely knows
B is the Baffler now facing A
How to cash in on the Fair, make it pay.
C is California, whose Golden Gate Fair
Means a vast throng soon will be there.
D is the Duty that A has in C
To join in the Gold Rush, now stopped by B.
E is the Ease with which B is corrected
Once the whole picture is really inspected.
F is the Fair to which they'll all come
Bringing their dollars to make business hum.
G is the Gold which they'll spend while in C
H is the Harness A needs to right B.
I is the Idol among stations in C
J is the Joy that with A soon will be
K is for Keeno—which means KFI
The station they hear, whose products they buy.
L is the Lucre which A makes with E
Through K, the I of all Southern C.
M is the Message K brings to the throng
To help A's cash-register sing a sales song.
N is the network—NBC red—
Whose great shows on K are constantly fed.
O is Opportunity which A found in K
P is the Power which helped pave the way.
Q is the question, formerly B
Which A found answered in K, I of C.
R is the Rush of new business A found
Through K whose story in C is quite sound.
S is $uccess with two vertical lines
That A got in C where the sun always shines.
T is for Titan that A has become
With E through K which made B a big bum
U is the Union of power, programs, people
Which puts K at the top of the radio steeple
V is its Voice, vast and preferred
W is the Welcome with which it is heard.
X marks the spot where A conquered B
Y is the Yoeman way K works in C.
Z is the Zenith of O you can buy
In C and its F through THE V . . . KFI.

★ Millions of people will trek Westward this year to visit Treasure Island and to wend their way Southward to the mecca of motion pictures. While in Southern California they will hear the Nation's most popular programs over the NBC outlet, KFI. They will hear the programs they hear back home, they will buy the products suggested, they will be particularly susceptible to the buying impulse you send them over KFI. Reach this *plus* circulation of the Third Major Market over the Southland's favorite station—KFI

Earle C. Anthony, Inc.

KFI • LOS ANGELES • KECA

EDWARD PETRY & CO. ★ *National Sales Representative*

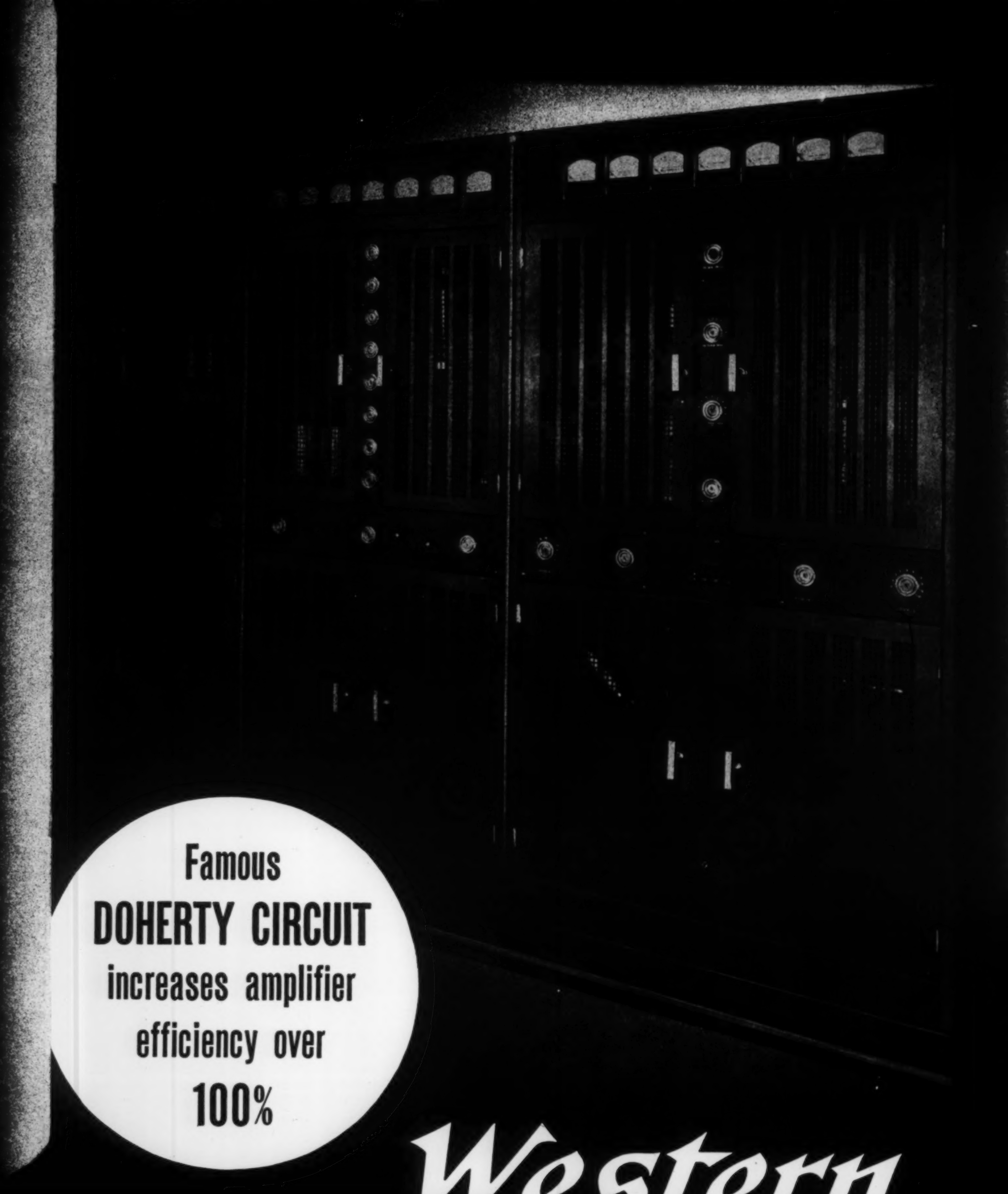
The Best Buy is

KERN
SAN BERNARDINO
THE STATE*
OF
KFI
STA BARBARA
VENTURA
LOS ANGELES
ORANGE
RIVERSIDE
SAN DIEGO
IMPERIAL

* *The State of KFI is Composed of The Nine Southern California Counties*

NBC RED NETWORK
50,000 WATTS 640 KC

Improve your service to



Famous
DOHERTY CIRCUIT
increases amplifier
efficiency over
100%

Western

XUM

o clients and listeners . . .

with this pace-setting 5KW

Western Electric's 5KW Transmitter changes prospects into clients—turns dial-turners into regular listeners! It has "what it takes"—QUALITY!

And it's extremely economical to operate. The Doherty Circuit increases the efficiency of the final amplifier stage from the usual 30% to over 60%, greatly reducing primary power required.

Other outstanding features are: improved stabilized feed-back circuit; automatic line voltage regulators; cathode ray oscillograph connections in all important circuits; engineered to permit increase to 10 KW or 50 KW by adding standard Western Electric apparatus. Get full details from Graybar.

"ASK YOUR ENGINEER"

You've got something *extra* when you can tell your prospects and sponsors that your station is

Western Electric
EQUIPPED FOR
BETTER BROADCASTING

Electric

Distributed by GraybaR

DISTRIBUTORS:

Graybar Electric Co., Graybar Building, New York. *In Canada and Newfoundland:* Northern Electric Co., Ltd. *In other countries:* International Standard Electric Corp.

XUM

Hannibal Decision Is Upset by Court

Denial of New Missouri Station Is Remanded to the FCC

ANOTHER in the series of reversals of FCC decisions was meted out March 6 by the U. S. Court of Appeals for the District of Columbia in reversing and remanding the FCC decision of two years ago denying the Courier-Post Publishing Company's application for a new local station in Hannibal, Mo. The court found the newspaper had sustained the burden of proof in showing need for a local station in Hannibal, which has a population of some 23,000 and that the Commission's denial was "arbitrary and capricious."

The court brought out that clear channel service from KMOX in St. Louis is received day and night and that certain other regional stations provide intermittent service. WTAD, 1,000-watt daytime station 17 miles away in Quincy, Ill., provides some service also but it was held the affirmative evidence overwhelmingly showed need for a local station and that WTAD does not fill this need.

Melvin H. Dalberg, former FCC examiner, who was released during the McNinch "purge" in which the examining division was abolished, had rendered the report recommending grant of the Hannibal application. The court quoted generously from his report in reversing the Commission. It marked the third time the court has, in effect, sustained the recommendations made in Mr. Dalberg's reports—the other two having been the so-called Saginaw and Pottsville cases of last year.

Bringing out that the examiner had recommended the grant of a 100-watt fulltime station on 1310 kc. in lieu of the applicant's request for 250 watts day with 100 watts night on that frequency, the court said that while "the Commission is not bound by the findings of the examiner," it is charged with the responsibility of making findings. It referred to its decision in the so-called Heitmeyer case in which it said the Commission "would have profited from a more careful consideration of those (findings) which the examiner prepared."

Commission Policy

This observation, it said, is "particularly pertinent" in the *Courier-Post* case.

The court brought out that the applicant had estimated operating cost of the proposed station at $1,825 per month with estimated advertising income expected to run $2,000 to $2,500 per month from local business and an additional $100 to $500 per month from national business. Thus, it said, "it appears there will be a substantial margin of profit in operating the station."

The court further brought out that the FCC in the past has definitely laid down a policy of granting permits for local stations to communities served with clear channel and regional stations, but having no local service. While stating that it could not subscribe to the appellant's theory that these cases should control action of the Commission, because the FCC must consider each case upon its individual grounds, the court said that in the Hannibal case "it seems to us there has been a departure from the policy of the Commission expressed in the decided cases * * *"

The *Courier-Post*, through Eliot C. Lovett, its counsel, appealed from the Commission decision entered July 2, 1937 and also from the Commission's action of Dec. 8, 1937 denying its petition for rehearing of the application. Justice Vinson rendered the majority opinion, concurred in by other members of the court.

New Minnesota Network Is Formed

PRINCIPALS in new Minnesota Radio Network, inaugurated March 6 by Gov. Stassen. Left to right are Kenneth M. Hance, general manager, KSTP, St. Paul; Gregory C. Gentling, owner and operator, KROC, Rochester; George B. Bairey, general manager, KFAM, St. Cloud; Ray E. Schwartz, KYSM, Mankato.

MINNESOTA GROUP, WKBO ADDED TO NBC

A NEW regional network made its debut in Minnesota March 6 with the linking of KYSM, Mankato; KFAM, St. Cloud, and KROC, Rochester, with KSTP, St. Paul. It will be known as the Minnesota Radio Network and will serve as an outlet not only for regional commercials and sustainings but as a supplement to the NBC Red and Blue networks. The three stations will be offered by NBC only as a group at a group rate of $120 per evening hour.

The ultimate aim, according to executives of KSTP who were instrumental in forming the group, is to take in other stations in the State. Arrangements were completed March 1 following three months of negotiations between K. M. Hance, KSTP vice-president; Gregory C. Gentling, KROC; Fred Schilplin, KFAM, and F. B. Clements, KYSM.

Shortly before the addition of the three Minnesota locals, NBC added WKBO, Harrisburg, Pa., as an optional outlet to both its networks, making it available only with WORK, York, Pa., and WGAL, Lancaster, at a rate of $100 per evening hour. This added to the $120 rate for WORK and WGAL makes a group rate of $220. WKBO operates with 100 watts night and 250 day on 1200 kc.

WKBO became the 170th affiliate of NBC, and the three Minnesota stations brought the total to an all-time high of 173. However, WWNC, Asheville, N. C., on April 1 leaves NBC to join CBS, and on April 29 KOIL, Omaha, will also sever its NBC affiliation to join CBS.

CBS on March 12 added WKAQ, San Juan, Porto Rico, bringing its total number of affiliates to 115, with WRBL, Columbus, Ga., also joining CBS on March 15. WKAQ was welcomed with an address by Ernest Gruening, director of territories and island divisions of the Interior Department.

Farm Continuities Offered by U. S.

TWELVE series of weekly farm programs prepared from farm census statistics are now available without charge from the Bureau of Census, Department of Commerce, according to a statement to BROADCASTING by Z. R. Pettet, chief statistician for agriculture.

The programs are written to order and may be used either as sponsored or sustaining features by stations and advertisers. Included are the following subjects: Farm Forum, 30 to 60 minutes once or twice weekly; Farm Quiz Program, 15 or 30 minutes once weekly; Special Feature Program, 15 to 30 minutes once weekly; Educational Program, 15 to 30 minutes once or twice weekly; News Flashes; Farm Facts, 15 minutes once or twice weekly; Educational Farm Record Program, 10 to 15 minutes once weekly; County Facts Program, 15 minutes once or twice weekly; Glimpses into the Future, 15 to 30 minutes once weekly; Business Men's Program, 15 minutes once or twice weekly; Farm Quotations and What They Mean, 15 minutes weekly or short items; Census Data for use by Radio Discussion Group, 15 minutes once weekly.

The programs, according to Mr. Pettet, will be sent either in nucleus form or prepared according to individual specifications by writers in his department. Requests should include pertinent information regarding form and style desired as well as approximate date and hour of broadcast. Direct quotations must be identical with information furnished and copies of the broadcasts are to be furnished to Mr. Pettet's department if possible. Requests may be addressed to Division 65-A, Bureau of the Census, Department of Commerce, Washington.

Harvey-Whipple on 2

HARVEY-WHIPPLE Inc., Springfield, Mass. (Master Kraft heating equipment), on March 22 starts a Wednesday evening quarter-hour program *Magic Melodies* on WJZ, New York, using an ensemble directed by Charles Paul and featuring electric organ, harp, clarinet, vibraphone and vocalists. Ford Bond will announce. The firm staged a similar campaign last year with "gratifying" results, according to Willard G. Myers Adv. Agency, New York. A Harvey-Whipple program of Transradio news will be heard Sunday evenings on WTIC, Hartford.

Latin Station Bill Shelved by Vinson

Proposed Governmental Radio Project Out This Session

DESPITE an implied Administration drive for legislation to set up a Government-owned international broadcasting station, in line with the Good Neighbor policy toward Latin America, Chairman Carl Vinson (D-Ga.), of the House Naval Affairs Committee, declared March 6 that his committee would not consider such legislation at this session.

Word has permeated broadcasting circles in Washington that President Roosevelt is desirous of having such legislation enacted at this session, to authorize building of a station which would interchange programs with Latin America and to some extent offset the shortwave propaganda from European nations — notably Germany and Italy. Only one such measure, offered by Rep. Celler (D-N.Y.), is pending and it provides for a station in Panama rather than in territorial United States. Last session three separate measures, providing for such stations at widely separated locations in the United States, were introduced and all died with the adjournment of Congress.

Not a Chance

Discussing the Celler Bill, Mr. Vinson told BROADCASTING: "You can say for me the bill is pigeonholed. There will be no legislation establishing a Government radio station at this session."

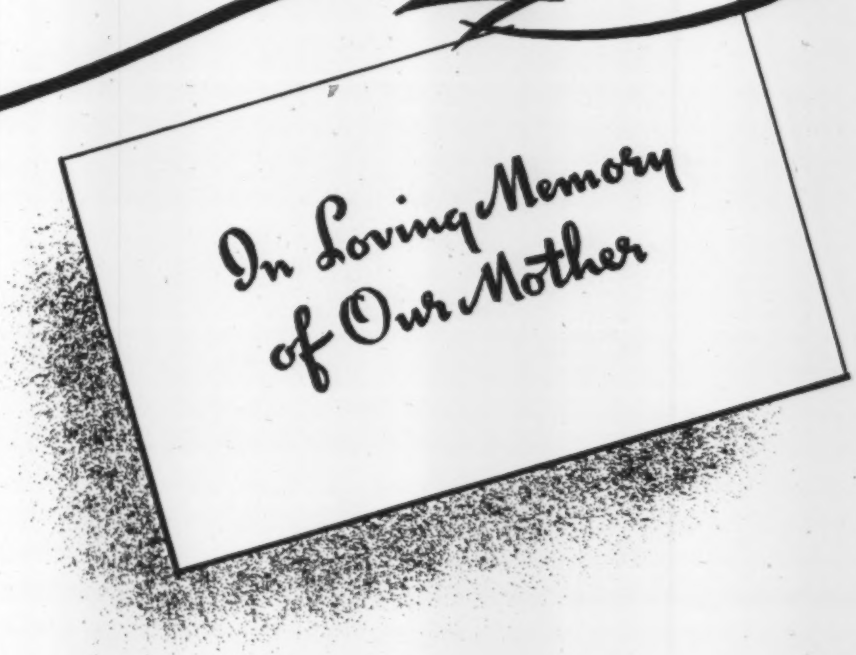
Rep. Vinson made his statement upon his return from an inspection tour along the Southern coast in connection with the location of a new naval seaplane base. He said that by the time his committee completed this matter, as well as other national defense measures, there would be no time to take up the controversial Federal radio station bill.

Chairman Vinson presided at hearings on the several bills at the last session proposing Government shortwave stations but the committee took no action. The proposals met the strong opposition of the broadcasting industry, through the NAB, since the Government station project was viewed as an entering wedge for possible Government operation of radio generally.

Amos 'n' Andy to CBS

CAMPBELL SOUP Co., Camden, will move *Amos 'n' Andy* to CBS on April 3, causing the team's first departure from NBC since it started as a network program for the Pepsodent Co. in August, 1929, nearly 10 years ago, although in 1935 they were shifted from the Blue to the Red network by that sponsor. Campbell assumed sponsorship of *Amos 'n' Andy* at the beginning of 1938. The program, which will now be broadcast on 55 stations, largest network of its career, will be heard at the same time as before, 7-7:15 p. m. EST, with a rebroadcast at 11-11:15 p. m. Campbell also sponsors the *Campbell Playhouse*, starring Orson Welles, on CBS each Friday, 9 to 10 p. m. Programs are placed through Ward Wheelock Co., Philadelphia.

ONE OF THE NICEST THINGS THAT HAPPENS TO US ALL YEAR



Each November since 1934 our Announcing Staff has received a card from a Northern Massachusetts family. Each year it bears the same simple message, "In loving memory of our mother." Just that, and nothing more—yet, somehow, this seems one of the nicest things that happens to us all year.

To us who know the story, it means a great deal to be reminded of that dear old lady who is no longer with us. For years her radio had been her greatest pleasure, WTIC her favorite station. And so each November since 1934, we've treasured those cards sent by her family reminding us of how much we meant to someone they loved.

We know our audience is large—but little things like this annual bit of honest sentiment tell us we must be reaching a *friendly* audience as well. Nothing is nicer for any radio station to know than that.

IN SOUTHERN NEW ENGLAND WTIC RATES

FIRST

- IN LISTENER POPULARITY BY 2 TO 1 IN THE HARTFORD AREA
- IN NUMBER OF NETWORK ADVERTISERS
- IN NUMBER OF NATIONAL SPOT ADVERTISERS

WTIC

50,000 WATTS · HARTFORD, CONN.

The Station With the Friendly Audience

The Travelers Broadcasting Service Corporation
Member NBC Red Network and Yankee Network
Representatives: Weed & Company
New York Chicago Detroit San Francisco

Papal Ceremonies On Air First Time

Networks Give Full Coverage Of Overnight Event in Vatican

CBS, NBC and MBS on March 12 remained on the air after the usual sign-off period at 2 a. m. to bring listeners complete descriptions from Rome of the coronation ceremonies of Pope Pius XII, who was elected to the highest office of the Catholic Church on March 2. Actual ceremonies, performed before thousands in St. Peter's Square at Vatican City, started at 3:30 a. m. (EST) and continued for approximately three hours.

Many stations also reported an all-night vigil to pick up the network broadcasts, some making special arrangements with their local Catholic parishes for listener groups.

NBC representatives, Max Jordan and Philip Mackenzie, described the event from the NBC microphone on the square in Rome. Before the ceremonies began, CBS broadcast special music by the Minneapolis Symphony Orchestra and by the monks of the Benedictine Abbey of St. Meinrad, Ind., and then picked up the Rome broadcast via shortwave.

Special Broadcasts

Mutual's representative in Rome was David Woodward, noted foreign correspondent; CBS spokesman was William Shirer. Prominent members of the clergy both in Rome and from America spoke on the broadcasts by the three networks, discussing the ceremonies and reviewing the career of the new Pope. On Sunday evening, March 12, MBS presented a condensed rebroadcast of the highlights of the coronation.

Programs leading up to and including the coronation of the Pope were heard over both networks of NBC from 12:45 to approximately 8 a. m., and were rebroadcast to South and Central America over shortwave stations W2XAF, W2XAD, W3XAL and W3XL. Typical of the arrangements made by NBC affiliated stations to bring the programs into the churches was the installation of 12 receiving sets in churches in Cleveland by WHK, and the installation of receiving equipment in one cathedral and two churches in Philadelphia by KYW. Other affiliated stations also arranged to bring the programs into churches in their areas.

When announcement of the newly-elected Pope was made March 2, NBC, CBS and Mutual cancelled all regularly scheduled broadcasts to bring listeners the news that Eugenio Cardinal Pacelli had been named Pope by the College of Cardinals. The networks picked up the broadcast from the Vatican station HVJ after it had been transmitted to the United States by the Italian shortwave station 2RO, a broadcast which marked the first time radio has been used to proclaim a papal election.

Later that day, the networks and many local stations arranged special broadcasts in honor of the new Pontiff. WOR, Newark, through its facsimile station W2XUP, broadcast news of the Pope's election with facsimile records available to a limited group at 12:08 p. m., some time before newspapers had appeared on the streets.

WILLIAM SHIRER, Central European representative of CBS, on the spot at Vatican City for election and coronation of Pope Pius XII.

Pastor Cut Off by KTAT During Political Tirade

BECAUSE he was buying time at the religious rate but deviated from his prepared talk to discuss politics, Rev. John Lovell, Baptist minister of Ranger, Tex., known as the "radio preacher", was cut off March 2 by KTAT, Fort Worth, just as he began launching into a tirade against Vice-President Garner, whom he linked with Wall Street.

He had been warned during his broadcast series, of which his March 2 sermon was the last under contract, not to deviate from religious subjects. He was paying the 60% religious rate and for political broadcasts the one-time regular commercial rate is charged. His talk was monitored by Len Finger, program director, who was under instructions from Manager Sam Bennett to cut the mikes if necessary. On several occasions the preacher had been reprimanded for attacks on Catholics and Jews over KTAT.

Frisco Fair Appoints

ARTHUR ROWE, supervisor of radio and public address at the Golden Gate International Exposition, has appointed Bob Coleson as radio program director. Coleson, who directed radio activities at the San Diego Fair and the Dallas Centennial, will be assisted by Jack Lyman, in charge of all special events broadcasts from Treasure Island and Jack Joy, production manager. The personnel of the radio staff will number more than 30 and will be complete when the radio building is ready in mid-March. Exclusive broadcasting rights for all arrivals and departures of Pan American Airways' Clipper planes at Treasure Island have been awarded to NBC.

WNAC-WAAB Renewals

WITHOUT assigning its reasons, the FCC March 6 rescinded its action of last year setting WNAC and WAAB, Boston, Yankee Network stations, for hearing because of complaints alleging operation contrary to public interest. In granting the regular renewals of licenses, the FCC stated simply that it had reconsidered its former action. A former employe of the Yankee Network had filed the original complaints with the FCC alleging improper programming operations, among other things.

Ever Since 1925

JOHN S. GAMBLING on March 15 celebrates his 14th anniversary on WOR, Newark, with his early morning program, currently broadcast from 7:15 to 8 a. m. under the sponsorship of Childs Restaurants. Gambling's *Musical Clock* is said to be the oldest consistent program on the air, having been heard six days a week since 1925, and sponsored 75% of the time.

Daily Facsimile Service From New York Station Is Inaugurated by Finch

FOLLOWING a 10-day test period of one-hour facsimile broadcasting daily, W2XBF, New York, on March 13 started regular service of three hours a day, from 11 a. m.-noon, 3-4 p. m. and 7-8 p. m. Owned by W. G. H. Finch, pioneer experimenter in the field, the facsimile transmitter is located atop the Manufacturers Trust Bldg. at 1819 Broadway, facing Columbus Circle. Finch Telecommunications Laboratories will move into new quarters in the same building within the next few weeks, as soon as alterations can be completed.

Programs of various types will be presented experimentally in an effort to supply entertainment and education for the purchasers of the Crosley *Reado* facsimile receivers, manufactured under Finch patents, and the schedule will be expanded as soon as there is a demand for more extensive service, it was said. Arrangements with International News Service permit W2XBF to broadcast by facsimile the highlights of all INS general news reports.

Mr. Finch was recently granted another patent (No. 2,149,136) on a simplified "telepicture scanning system", bringing his total of facsimile patents to well over 60. This latest patent covers a means of simplifying the driving arrangement and reducing the size of the reduction gearing and to eliminate objectionable transverse vibrations of the carriage that tends to spoil the detail of the pictures.

Commercial to Cuba

BECAUSE of its distribution in Cuba, U. S. Rubber Co., sponsoring *99 Men & a Girl*, featuring Raymond Paige's orchestra and Hildegarde over CBS for a half-hour Wednesday nights at 10, began sending the program via RCA commercial shortwave to CMCK, Havana 5,000-watt outlet. Special authority of the FCC was obtained March 6 and the first program went to Havana March 8. This is the first commercial to be sent on regular schedule by CBS to Cuba, where the station is paid regular card rates through the agency, Campbell-Ewald Co., of New York.

LATIN AMERICAN interest in news from the United States was again evidenced when the FCC authorized NBC's shortwave transmitters, W3XL and W3XAL, to transmit their Spanish-language news periods to Cuban stations CMX and COCX for a period of 30 days.

AS PAPAL Secretary of State, Eugenio, Cardinal Pacelli, now Pope Pius XII, knew radio and its international import exceedingly well, for under his jurisdiction fell the Vatican shortwave station HVJ. When he was elected by the College of Cardinals March 2, the U. S. networks were on the spot at Rome to broadcast the returns, and on March 12 all of them stood by to carry descriptions of his coronation. During his 1936 American tour His Holiness (top photo) broadcast over CBS from Fordham University. Below Max Jordan, NBC Continental European representative, stands at a vantage point overlooking St. Peter's where he kept a 24-hour watch for the white smoke signal indicating the new Pope's election.

KFNF Plans New Plant: Brant Assistant Manager

KFNF, Shenandoah, Ia., holder of a construction permit for 1,000 watts night and 5,000 day, has contracted for the installation of a new RCA transmitter with a 650-foot vertical tower and work will start in the near future, according to M. H. (Pete) Petersen, newly-named general manager. Mr. Petersen also announced that KFNF will soon enter the facsimile field.

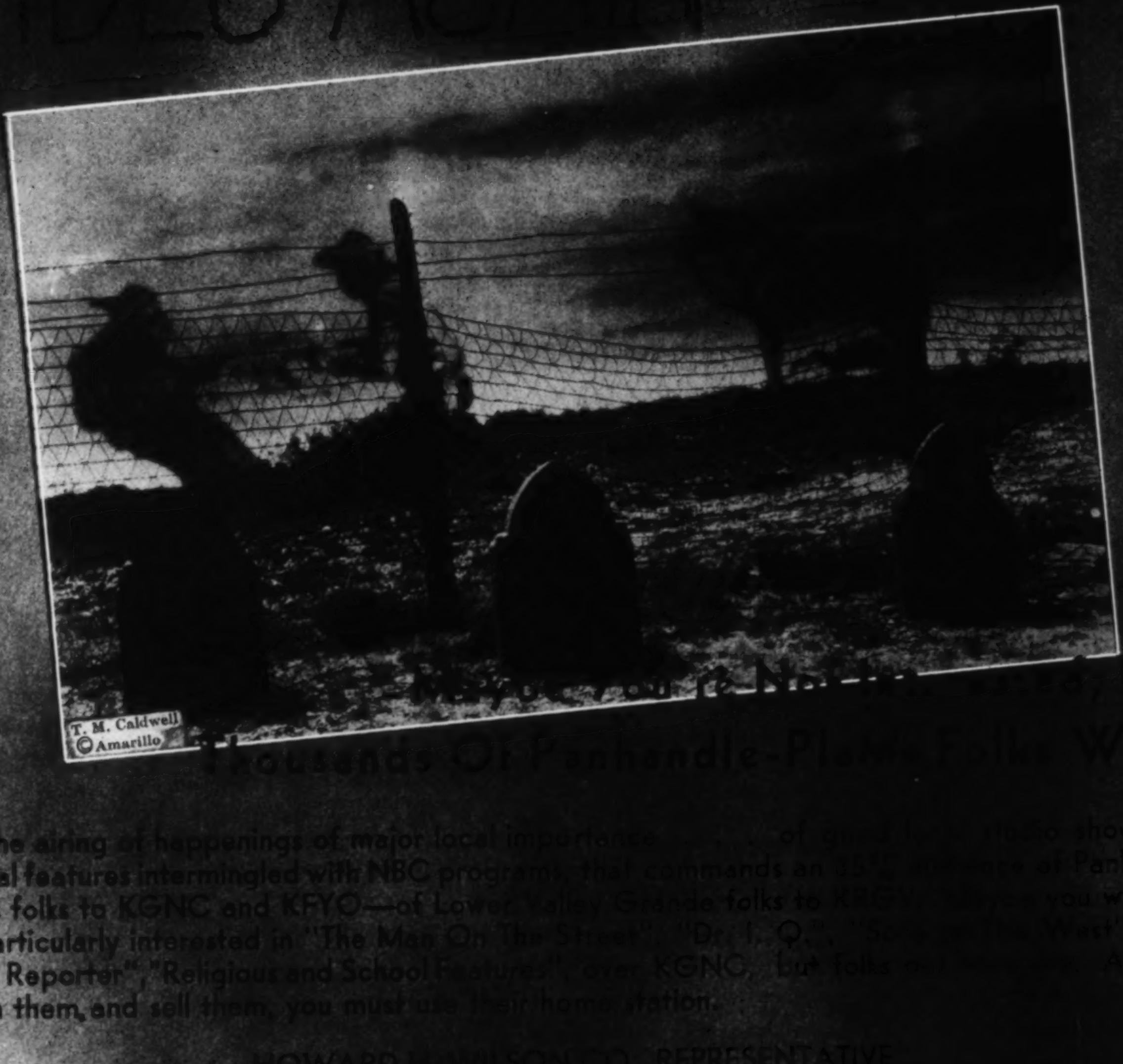
Roy Brant, formerly of WCCO, Minneapolis, and KFYR, Bismarck, N. D., has been named assistant general manager of KFNF. Bill Bailey remains in his present capacity as commercial manager and Cap Mallery, veteran farm announcer, joined KFNF March 4 to handle its Saturday night *Barn Dance* which has an average weekly studio audience of 1,500. Bill MacDonald continues as program director. The station has subscribed to Transradio news and Standard Radio's transcription library.

CELEBRATION marking the centennial of the University of Michigan on March 18 will be broadcast on CBS from Ann Arbor, home of the first state endowed university in America, and shortwaved to Europe and South America for the benefit of Michigan alumni in other parts of the world. Luncheons will be held in cities throughout the country by alumni who will listen to the broadcast.

XUM

THE GHOST OF OLD TASCOSA RIDES AGAIN

There [illegible] of strange goin's on at [illegible] near Amarillo, where [illegible] with their boots on are buried.


T. M. Caldwell
© Amarillo

Maybe You're Not [illegible], BUT Thousands Of Panhandle-Plains Folks Were!

It is the airing of happenings of major local importance [illegible] of [illegible] studio shows and special features intermingled with NBC programs, that commands an [illegible] of Panhandle-Plains folks to KGNC and KFYO—of Lower Valley Grande folks to [illegible] you wouldn't be particularly interested in "The Man On The Street", "Dr. I. Q.", "[illegible] West", "The News Reporter", "Religious and School Features", over KGNC, but folks [illegible]. And, to reach them, and sell them, you must use their home station.

HOWARD H. WILSON CO., REPRESENTATIVE

New York Chicago Kansas City

KGNC
AMARILLO
THE PANHANDLE

KFYO
LUBBOCK
THE SOUTH PLAINS

KRGV
[illegible]

Bakery Presents New Brand, Using Spot Radio Alone

Des Moines Firm Floods Area With Announcement Drive

By WAYNE VARNUM

Iowa Broadcasting Co.

ZINSMASTER BREADS, one of the oldest bakeries in Des Moines, recently introduced a new brand name and new white and rye loaves to the Central Iowa market via radio alone.

Faced with the problem of putting over their new name—Master Bread—in as short a time as possible, Jack Tod, president and treasurer of Zinsmaster Breads used a barrage of 60-word announcements on both KSO and KRNT in Des Moines. Three announcements a day (two daytime and one evening) were used on both stations (a total of 42 announcements a week) and were placed on a staggered schedule to catch the maximum number of listeners.

Although counter displays, window stickers and other point-of-sale copy were used, no newspaper space was scheduled during the opening blasts of the campaign.

Couldn't Be Avoided

The promotion to launch the new bread began with a kick-off dinner for all the Zinsmaster route men and the production officials of the plant. Mr. Tod introduced the new wrapper to the organization, and a representative of the radio stations enlarged upon the radio campaign. The announcement availabilities were reviewed to show what programs the Master Bread spots preceded or followed and the reasons for using radio to do the introductory job were explained.

The men were told how radio advertising talks directly with the housewife in her own home and how the schedule, as it was arranged, was "just so darned many announcements no housewife could avoid them."

The announcements themselves were written with a "news" angle. "There *is* something new under the sun. It's the new Master Bread, well-baked by Zinsmaster in their new diathermatic oven. It's the only bread made with malted milk . . . etc." The phrase "well-baked by Zinsmaster" was incorporated in every announcement to help hold the thousands of former Zinsmaster customers.

The merchandising department of the radio station prepared a schedule card for each one of the Zinsmaster drivers. This card was either tacked in the cab of the truck or carried with the salesman. Most of the Zinsmaster trucks are equipped with radios.

A lobby window was decorated to catch the attention of the daily visitors to the radio studios, and a merchandising bulletin announcing the campaign, was mailed to all the leading grocers in the central Iowa market. The entire introductory campaign was a success. Many routes showed gains as high as 200%, although it is not hoped to hold all of this increase.

Says Mr. Tod about his use of radio: "As the chief means of advertising to introduce our new Master Bread in this market, spot announcements on your stations KRNT and KSO have proven more than satisfactory. Because of the almost sensational response to a single announcement on Master Rye as well as the general interest stimulated in the malted milk content of our white bread, we are convinced that 'spots' really sell Master Bread."

Zinsmaster's experience is especially significant, because Des Moines is a highly competitive bread market for the size of the town.

Meat Packers Dicker

INSTITUTE of American Meat Packers, Chicago, is planning a weekly half-hour institutional variety show to emanate from Hollywood. Both CBS and NBC auditioned shows for the prospective sponsors, but no decision has been announced. It is understood the series, built around Edward Everett Horton, film actor, would begin in early spring, providing desirable network time is cleared. If it becomes an NBC show, the series will follow *Rudy Vallee's* program. NBC audition was handled by Ruthrauff & Ryan, Hollywood.

Nunn Family Purchases WCMI Stock Majority

TWO-THIRDS interest in WCMI, Ashland, Ky. local, has been purchased from present stockholders by Gilmore N. Nunn and his father, J. Lindsay Nunn, owners of WLAP, Lexington, Ky., and former publishers of the *Lexington Herald*. Purchase price and the exact stock division were not divulged, awaiting an application to the FCC for authority to transfer control. The Nunns have other newspaper interests in the Southwest, and also are interested in the new KFDA, Amarillo, Tex. local authorized for construction last November.

Minority interest in the station will be retained by the *Ashland Independent* which now holds 16½% of the stock. Staff changes already made include the appointment of Robert MacKenzie as manager and commercial manager and Joe Matthews as program director. Mr. MacKenzie formerly was with KPDN, Pampa, Tex.; KTEM, Temple, Tex., and WJAY, Cleveland.

HENRY P. RINES

HENRY PRITCHARD RINES, 53, operator of WCSH, Portland, WFEA, Manchester, and WRDO, Augusta, died in Portland March 2 following a serious chronic illness. He was one of the leading hotel men of New England, in addition to his broadcasting operations. A native of Portland, Mr. Rines established WCSH in 1925 as his first radio venture. He is survived by his widow, a son, William Henry Rines, a student at Harvard, a daughter, Mary W. Rines, a student at Smith College, and a brother, Clinton F. Rines. A lifelong resident of Portland, Mr. Rines attended grammar school there. He graduated from the University of Pennsylvania in 1913.

House Group to Consider Bills for Liquor Air Ban

APPOINTMENT of a three-man sub-committee to consider pending bills to ban advertising of alcoholic beverages by radio, was announced March 9 by Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee. Members of the committee are Senators Andrews (D-Fla.), Chairman, Johnson (D-Col.), and Gurney (R-S.D.). The Johnson bill (S-517), which would prohibit radio advertising of alcoholic beverages, was referred to the Committee which also is expected to consider the Capper bill (S-575), which would prohibit transportation of alcoholic beverages. Companion measures are pending in the House.

Senator Gurney, former operator of WNAX, Yankton, coincident with the appointment of the subcommittee, asserted he was vigorously opposed to any regulations prohibiting broadcasters from accepting advertising of any nature. "It is my view that the industry should be permitted to run itself," he declared.

Ford Spots in Texas

FORD MOTOR Co., Houston branch, from March 7 through April 4 is running a series of 13 one-minute announcements for the new Mercury 8 on the following Texas stations: KNOW, KFDM, KRIS and KRGV. McCann-Erickson, New York, placed the account.

Flamingo Spots on 8

FLAMINGO SALES Co., Hollywood (nail polish), in a three-month campaign, is using an average of six spot announcements weekly on WFAA KOA KPO KSFO KTAR KARM KOMO and XEAC, Mexico. Agency is Buchanan & Co., Los Angeles.

NEW sound heard on *Dinner Bell* program on WLS, Chicago, is that of sleigh bells presented by a 72-year-old listener, Ray Wood of Joliet, Ill. Story is, the romantic Mr. Wood used the sleigh bells while courting his wife and since her death 30 years ago has not jingled them.

Economic and Talent Factors Promote Radio Trek to Hollywood, Says Atlass

DESPITE the attitude of Hollywood film studios, the trend of radio production will continue to the West Coast with increased centralization in that city. Westward movement is not only a matter of talent, but also is guided by economic factors of growing importance. These opinions were expressed by H. Leslie Atlass, CBS western division vice-president, Chicago, when in Hollywood during early March.

Mr. Atlass belittled the chances of a picture talent boycott having serious effect on the westward movement of network programs, even if imposed. He expressed the belief there is no real antipathy between the two entertainment mediums. It is his contention that the two can help each other to mutual advantage and he cited benefits film studios will derive from Jesse Lasky's *Gateway to Hollywood* program, sponsored on CBS by Wm. Wrigley Jr. Co. Mr. Atlass declared the weekly program is incubating new talent for motion pictures and also pointed out that in many other instances film studios are drawing from radio for new faces.

Late Hours in Demand

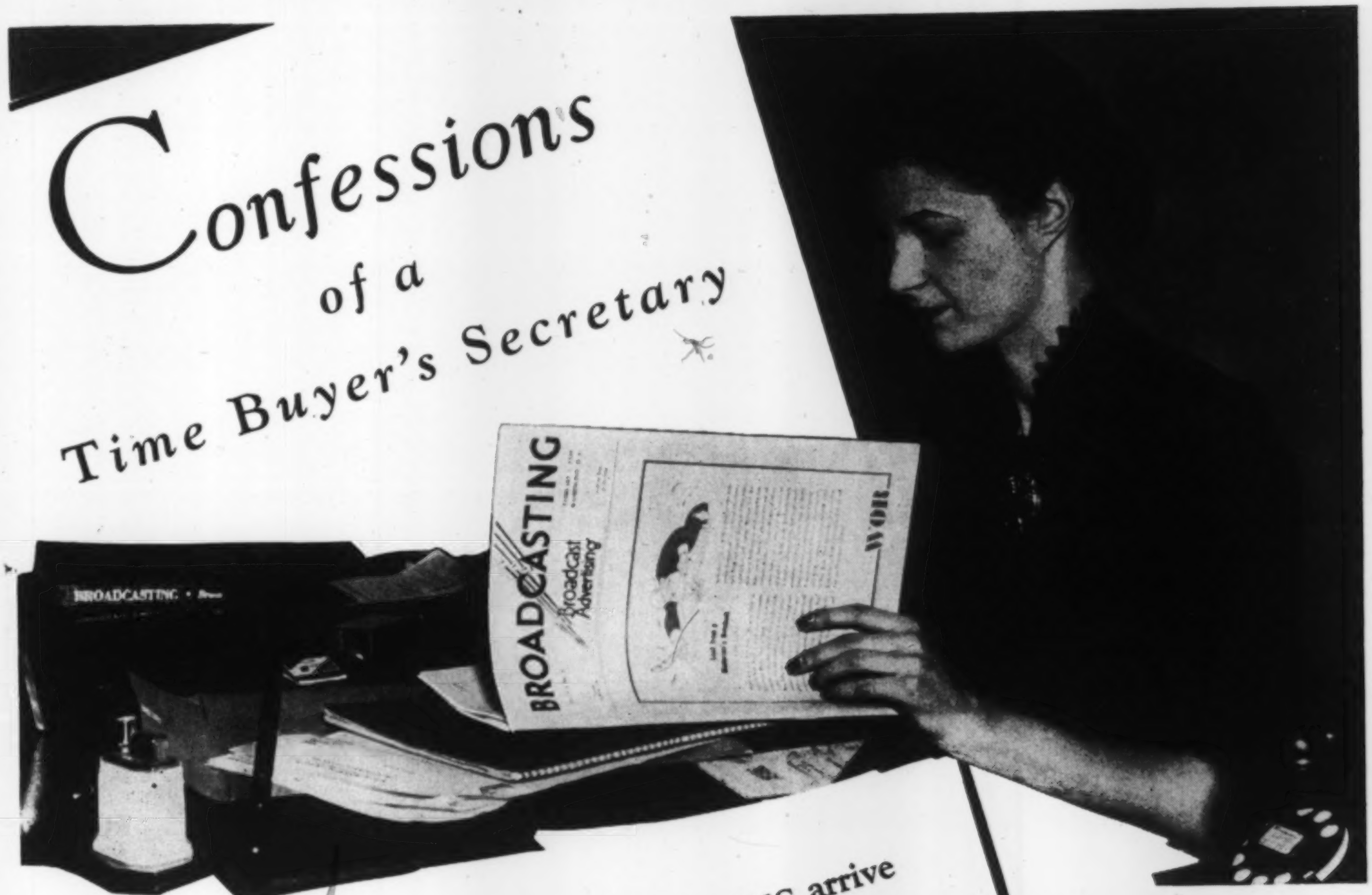
Late night programs are growing more popular, Mr. Atlass declared, and predicted that within a year sponsored shows will be heard on the West Coast as late as 11 p. m. He said the movement is well grounded in the widening of the radio commercial band to late hours, and the strategic position of the West Coast insofar as time element is involved in transcontinental broadcasting. He pointed out that the growing importance of the West Coast market is another contributing factor.

The problem of rebroadcasting for the West Coast, to reach that market, becomes a serious one, particularly with evening shows. Mr. Atlass pointed out that a program released in Hollywood from 8 to 9 p. m. would have to be produced at 11 p. m. to midnight in New York. With commercials moving into the later evening structure the problem becomes increasingly apparent. These late hour shows he believes will eliminate the necessity of rebroadcasts and at the same time reduce production costs for the sponsor, which have been raised considerably with the new AFRA scale.

Contrary to general opinion, the agreement with AFRA is a happy one, Mr. Atlass said. Everybody is pleased with the new setup, including networks and agencies. It is his belief the new AFRA scale will tend to set a new high standard, with a better type of radio script and program resulting. He said business stability pointed to the continuance of numerous network programs through the summer, without the usual 13 weeks layoff. CBS will continue, however, to provide no guarantee to sponsors that their time will be available next fall if they should elect to go off during the summer period.

Mr. Atlass was in Hollywood to confer with Jesse Lasky, director of the *Gateway to Hollywood* program, and Charles Vanda, CBS producer of the show, which was renewed for another 13 weeks effective April 9. Contract will extend the R.K.O. talent hunt tie-in to a second feature film.

Confessions of a Time Buyer's Secretary


BROADCASTING • Broadcast Advertising
BROADCASTING Broadcast Advertising
WOR

MISS RENA STONE

Secretary to John Hymes, busy Time Buyer of Lord & Thomas, New York City. Miss Stone is pretty, pert, brunette, and 23.

"I certainly am glad to see BROADCASTING arrive the first and fifteenth of the month because Mr. Hymes looks forward so eagerly to each issue. You know, even with all the mail and promotional literature he receives he takes time the day BROADCASTING reaches him to digest it thoroughly. In fact, he invariably takes a copy home to read and save for future reference. Like others in the radio department here, Mr. Hymes finds the YEARBOOK invaluable, too, and refers to it through the year."

NEARLY ONE OF EVERY TWO COPIES OF BROADCASTING Broadcast Advertising GOES TO A TIME BUYER !

CBC Acts to Strengthen Facilities

Signs a News Contract; Newfoundland Gets A Station

By JAMES MONTAGNES

LEGISLATION to curb any possible "profiteering" by private broadcasters was suggested by Leonard W. Brockington, Winnipeg, chairman of the CBC, at the annual Parliamentary probe of broadcasting at Ottawa which opened March 2. The CBC had no intention or desire to prevent reasonable profit on operations of private stations, Mr. Brockington told the 23-man Parliamentary committee, but the CBC did not want "profiteering" in broadcasting. He said he hoped legislation along that line would soon be passed.

The probe centered mainly about charges of muzzling regulations which would not allow George McCullagh, Toronto publisher, to buy a national or private network to air his political views. In defending the CBC's action, Chairman Brockington told the committee the CBC's position was that freedom of discussion by all sides was the best way to present controversial material.

"We would like especially to see a greater opportunity for self-expression given to those classes who can never get to be either owners or controllers of newspapers," Mr. Brockington said. "Surely there should be no preference for wealth. Freedom of speech was not just the sale of space at $50 a minute. If that were so then free air would soon degenerate to just a sign outside a filling station."

If time on the air were placed under the domination of wealth, it would be possible for wealth to buy up all available time, he said, adding that the CBC desires to be fair to all.

Contract for News

Mr. Brockington announced a new contract has been entered into with the Canadian Press, similar to that of the Associated Press recently made in the United States. The CBC is now given full CP service, effective March 1. The CBC can put on the air as many bulletins or flashes as it likes, can use recordings or actual broadcasts as background of news items, can give the service to newspaper-owned and other private stations at cost for non-commercial broadcasting; can prepare or edit its own bulletins from the service, must give Canadian Press credit.

For the present Mr. Brockington stated CBC will allow CP to edit and select the news items at an annual charge of about $20,000. The contract is subject to a three-month notice for reconsideration or amendment by either party. There is nothing in the contract to stop CBC from allowing other newscasts on commercial programs as at present over a series of commercially-sponsored hockey broadcasts.

Mr. Brockington also announced that Newfoundland has organized a broadcasting corporation along CBC lines. The only Newfoundland station (12,500 watts power) was ready to go on the air March 13, and from that day was to take all CBC sustaining programs via landlines from Montreal to a beam transmitter at Drummondville, outside Montreal. It is hoped that commercial United States networks now being piped into Canada on the CBC net will be extended to coverage of the Newfoundland area, he said.

The new 50,000-watt CBC transmitter, CBA, near Sackville, N. B., will go on the air April 8, Mr. Brockington announced, and the other 50,000-watt transmitter, CBK, near Watrous, Sask., will be ready by June 1 at the latest. Both stations will receive daily 16 hours of CBC sustaining programs, but no local commercial programs. Mr. Brockington did not state definitely whether commercial network programs will be carried on these new stations.

The CBC is working on the problem of giving more adequate coverage in British Columbia, he said. There will be an increase in power of the Vancouver CBC station, CBV, and a number of subsidiary stations are to be built in the interior. In Southwestern Ontario (Lake Erie district) a 1,000-watt station is to be erected outside Windsor, and if this does not adequately serve surrounding Canadian area, there may be an exchange of wavelengths or an increase in the power of the 50,000-watt CBL, Toronto.

A Profit Indicated

Commenting on programs, Mr. Brockington showed that the number of American sustaining and commercial programs entering Canada had increased to 16.2% of all the CBC's programs. The CBC now carries 30.4% commercial and 69.6% sustaining network programs.

A preliminary financial statement for the fiscal year ending March 31, 1939, showed that of the $3,200,000 estimated a year ago as being necessary to carry the CBC during the 1938-39 fiscal year, the actual revenues collected to March 2 were $3,168,000. The CBC had spent to the end of the month $2,893,000, including full interest on government loans for construction of new stations. Commercial revenue is estimated between $400,000 and $500,000, and the remainder from listener license fees of $2.50 per receiver. An operating surplus of $275,000 is anticipated.

READY FOR ROYALTY

CBC Completing Plans for May Entourage

PLANS are nearing completion for the broadcasting coverage of the visit next May of King George and Queen Elizabeth to Canada. Arrangements have been made for CBC commentators to be aboard the *HMCS Saguenay* when it meets the King's ship, *HMS Repulse* on May 13 when she enters Canadian waters off Newfoundland. CBC commentators and engineers on the *Saguenay* will be former Royal Navy men.

There will be an evening broadcast May 14 as the *Repulse* makes her way from Rimouski up the St. Lawrence River to Quebec, and a broadcast of the landing at Quebec May 15, as well as broadcasts at every city, the CBC crews playing "leap-frog" with each other as they skip across the country covering alternate cities. Nightly commentaries will be broadcast to the BBC shortwave stations in England for Empire transmission.

Fast Talkers

NEWSCASTER Peter Grant of MBS' *Front Page Parade* rattles off 2,600 words per 15-minute news period, 400 more than are ordinarily read in that time. Grant reads so fast he can't watch the clock, has to be signalled the time. A story in "Radiomania", Cuban radio magazine, tells of Newscaster Canizares who does 2,600 words in 15 minutes, holds his script in one hand and operates a telegraph ticker with the other, gives his news in Spanish and manages to watch the clock. Canizares says it keeps him pretty busy.

Mr. Brockington made it clear at the beginning of the inquiry that the CBC members as trustees of broadcasting service in Canada, are not civil servants, nor part of the civil service, do not spend taxpayers' money except as repayable loans from the government, are not swayed by any political or personal considerations, have not met with any personal or political pressure. The CBC alone is responsible for its policy, he added, and has a duty to be impartial.

He promised to demonstrate facsimile broadcasting, a field the CBC proposes to develop in conjunction with newspapers and the Canadian Press. He also announced that CBC plans publication of a periodical on the lines of the BBC's *The Listener*, listing programs, giving stories of operas, and publishing outstanding addresses delivered over the CBC stations, and cultural features.

Government Shortwave Planned

He urged early action by the government on a Canadian government-owned powerful shortwave station before all available frequencies are taken up by other countries. In addition to goodwill broadcasting through a shortwave station, promotion of interest in Canadian goods abroad would be accomplished, he said.

Meanwhile outside Parliament, religious organizations have started a campaign against commercial Sunday broadcasting on the grounds that it is illegal according to the Lord's Day Act, which states in part "it shall not be lawful for any person to advertise in any manner whatsoever any performance or other thing prohibited by this act". Main attack is levelled at CBC commercial Sunday programs, most of which are imported from the United States, and bring the CBC revenue which it needs.

While the religious organizations will try to have the Sunday commercials stopped on CBC, at least, it is not thought in Ottawa that they will have much success, since the Sunday commercials are among the most popular on the air. There has also been some protest against sponsored religious programs on Sunday, including the singing of hymns and sacred music.

There have been rumors the listener license is to be reduced from $2.50 to $2, because there will be a Federal election this autumn, and the tax is the most disliked in the country.

Ban on Propaganda

Answering questions by committee members on the refusal to allow Publisher McCullagh to use the CBC network, Mr. Brockington on March 7, stated that the board of governors had instructed CBC General Manager Gladstone Murray that there must be no sponsored opinion-propaganda disseminated over the CBC network.

"We don't prevent the broadcasting of opinion and propaganda," Mr. Brockington stated. "We never have. We merely say we will not take them on our networks. They could be broadcast on any private station."

The network's refusal to Publisher McCullagh was based on three factors, Chairman Brockington explained. First was that time for sponsored opinion-propaganda could not be purchased over the CBC network. A second related to the fact that the CBC controlled the policy of subsidiary networks. The third was that definite instructions had been given to Maj. Murray prohibiting such broadcasting. Mr. McCullagh's application was not dealt with differently from others.

Regulation Changes Hinted

Mr. Brockington, in checking the CBC regulations with the committee March 3, intimated changes to be made in the regulations following the March 20 meeting of the board of governors private broadcasters at Montreal.

Regarding the regulations which do not allow price mention on the air, he stated: "That is not particularly popular with private stations. I have no doubt that it is popular with the newspapers. I am never much impressed by the arguments for it or by the arguments against it."

Regarding limiting of nighttime transcriptions he said: "We think the regulation is out-of-date and that it should be changed. We are prepared to make substantial concessions in that regulation when we meet the private broadcasting stations. We are proposing to allow some flexibility for the use of high-class transcriptions particularly in districts where it is advisable to have alternative programs and where local talent is obviously unobtainable for a period of time."

SPECIAL short-wave broadcast from BBC on March 24 will be carried by MBS to bring American listeners a description of the running of the annual Grand National horse race at Aintree, Liverpool.

25,000 Contacts

Above: WKY's trained merchandising staff maintains the dealer and jobber contacts necessary to create an extra sales push for products exploited over its facilities.

Below: Through a sparkling program structure, WKY maintains listener contacts with 62% of the radio homes in the state.

A LOT IN ANY LANGUAGE!

● You can paint a myriad of pictures with the word "contact." To a pilot, for instance, it suggests a take-off . . . and 25,000 is a lot of take-offs. To a salesman, on the other hand, it means a sales presentation . . . and 25,000 is a lot of these.

But to the technical staff at WKY a contact is a soldered connection coordinating tubes, batteries, condensers, power lines, amplifiers and what-not . . . and it requires 25,000 of these connections to render a constant, efficient service to WKY's vast listening audience.

It took WKY engineers three months to complete these 25,000 contacts . . . but they bring under the controlling finger-tip of a single technician four complete studios, an inter-studio talk-back system, a bustling newsroom a floor above, the editorial offices of The Daily Oklahoman and Oklahoma City Times three blocks away, one of the most modern studio kitchens in the country and a dozen remote control points in the city.

The control panel at WKY is a perfect example of coordination . . . is symbolic of WKY's ability to merge its men, methods and machinery into a service institution that educates, entertains and sells.

WKY *Oklahoma City*

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY ● THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES ● THE FARMER-STOCKMAN ● MISTLETOE EXPRESS ● KVOR. COLORADO SPRINGS
KLZ. DENVER (Under Affiliated Management) ● REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

TESTED STATIONS OF THE NATION

WOKO	*Albany*
WGST	*Atlanta*
WBAL	*Baltimore*
WGR-WKBW	*Buffalo*
WCKY	*Cincinnati*
WHK-WCLE	*Cleveland*
WHKC	*Columbus*
WIS	*Columbia*
KGKO	*Dallas-Ft. Worth*
WHIO	*Dayton*
WBIG	*Greensboro*
WTIC	*Hartford*
KTRH	*Houston*
KMBC	*Kansas City*
KLRA	*Little Rock*
KHJ	*Los Angeles*

DON LEE SOUTHERN CALIFORNIA GROUP

KHJ	*Los Angeles*
KGB	*San Diego*
KDB	*Santa Barbara*
KFXM	*San Bernardino*
KPMC	*Bakersfield*
KVOE	*Santa Ana*
KXO	*El Centro*
KVEC	*San Luis Obispo*

DON LEE NORTHERN CALIFORNIA GROUP

KFRC	*San Francisco*
KQW	*San Jose*
KDON	*Monterey*
KIEM	*Eureka*
KTKC	*Visalia*

COMPLETE DON LEE CALIFORNIA NETWORK

(See Stations in Northern and Southern Groups)

WMAZ	*Macon*
WREC	*Memphis*
WIOD	*Miami*
WISN	*Milwaukee*
WSFA	*Montgomery*
WLAC	*Nashville*
KOMA	*Oklahoma City*
WCAU	*Philadelphia*
KOY	*Phoenix*

ARIZONA NETWORK

KSUN	*Bisbee*
KOY	*Phoenix*
KGAR	*Tucson*

WCAE	*Pittsburgh*
KOIN-KALE	*Portland*
WRVA	*Richmond*
WHAM	*Rochester*
KDYL	*Salt Lake City*
KTSA	*San Antonio*
KGB	*San Diego*
KFRC	*San Francisco*
KDB	*Santa Barbara*
KIRO	*Seattle*
KWK	*St. Louis*
WFBL	*Syracuse*
WTAG	*Worcester*

Additional stations are being added regularly to complete the major market coverage of the United States.

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Something N

The Gold Group

IS NEW... AND IMPORTANT

Every radio advertiser has more than once yearned to lay out a broadcasting system to suit himself . . . to coincide with his own markets . . . with all the simplicity and control of network operation.

Good news! Now it can be done . . . solving the urgent problems of sectional and national advertisers both great and small, and of that host of others who cannot find the broadcasting periods they require.

The World Transcription System is the answer. Study the roster of Gold Group stations—the choice tested stations in leading market centers. Construct your own system with these leaders, using a handful or the entire list.

Yes, the Gold Group is new and important. It combines for advertisers the valuable flexibility of spot broadcasting with one headquarters for responsibility. Advertisers benefit also by a uniform plan of merchandising support at broadcasting points, and by the elimination of mechanical costs in whole or in part.

And remember, these new advantages are tied up with World's famous vertical-cut Wide Range transcriptions . . . joint achievement of Bell Laboratories, Western Electric Company and World Broadcasting System.

Decidedly, there is something new in radio . . . a new standard of value for the radio dollar. For the full story of the Gold Group, address World Broadcasting System, 711 Fifth Avenue, New York City.

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Reductio ad Absurdum

OVER AT the FCC, where the formula appears to be "A headline crisis a day keeps work away," there is much ado about program complaints. As to the merits of the Commission's recent action on complaint procedure, Craven dissenting, enough has been published to enable everyone to form his own opinion, though we might observe in passing that name-calling isn't enhancing its prestige.

But let's look into the complaint situation. We have heard horrendous reports, from this commissioner or that, about great stacks of letters from irate listeners. We have seen all other work stop to "study" and headline the morality of the famous Mae West broadcast and the occasional cuss words in Eugene O'Neill's *Beyond the Horizon.* We recall Commissioner Payne relating to a Congressional committee how he was swamped with fiery epistles from an outraged parenthood over children's programs. We have been led to believe that Mr. Farley's minions were all but stoop-shouldered with their burden of complaints to the FCC.

Yet what does the Commission's own report show regarding the volume of program complaints? The average, said its special committee, is about 50 letters per week. Of these, it was frankly stated, 60% are "frivolous", 30% non-informative or general, and only 10% "informative" enough to warrant investigation. Among the 50 are included the reports of the FCC's corps of some 125 inspectors who probably account for most of the informative missives.

Thus, if our arithmetic is accurate, only five out of the 50 letters per week merit any kind of attention. Now let us see just what proportion of listening leads to gripes impelling enough to write indignantly to the FCC.

In round figures, there are about 700 broadcasting stations actually in operation in this country (leaving out of account construction permits and silent stations) and each operates, conservatively, an average of 12 hours per day. That means 3,066,000 hours of broadcasting per year. The FCC gets a total of 260 letters of complaint per year which, by its own admission, are informative enough to be worth looking into. That means about one letter for every 120,000 hours of broadcasting.

Bear in mind, also, that about 27,000,000 American families (82% of the total) have radios, and the census says there are slightly more than four persons per family, meaning about 108,000,000 potential listeners. Thus only one out of approximately 400,000 listeners feels constrained to write to the FCC during the year to complain about one program or another. It is a fair assumption that many of the writers are chronic repeats, so that one out of a half-million listeners is probably right.

This is at best rough arithmetic and a superficial analysis, but remember that not all of the 260 complaints are worth more than mere "investigation" so that we think we have given the FCC the benefit of marginal doubt. As for the taxpayer and the satisfied listener, he has every right to ask, what's all the fuss about?

Even the touted Orson Welles "Martian invasion", which led to thundering headlines and serious contemplation on the part of our radio regulators, provoked only about 600 letters to the FCC—and half of these praised the program and asked for a repeat performance!

Wherefore, we ask, why all this damning (correction: darning) of programs? Why all the fuss and waste of time over program content (over which the FCC has extremely limited powers anyhow) while other more serious matters are sidetracked? Or are there really ghosts?

Appeasement

BUSINESS appeasement has become the Administration's byword these days. But it hardly has extended to a beleaguered broadcasting industry, which apparently has resigned itself to an endless siege of political brick-bat tossing and regulatory ham-stringing. To paraphrase a contemporary, the FCC appears to be picketing the Administration in its quest for industry good-will.

Legislatively the picture has changed rapidly. Senator White's new resolution for a "thorough and complete" investigation preparatory to enactment of new legislation should tend to checkmate hasty reorganization legislation. The White Resolution already has won spontaneous favor as the desirable first step.

Because events have been transpiring in such unorthodox fashion during the last few weeks, any prediction on legislation is risky. The President is on record as favoring a speedy FCC reorganization and the writing of new "substantive policies". While the Wheeler Bill, drafted by Chairman McNinch with the President's implied blessing, has encountered harsh treatment, it cannot be regarded as dead. It is entirely possible that a second bill, proposing fundamental changes in the law, will pop up any day. Reports are current that such a bill is in the mill.

In all this legislative hodgepodge, it is refreshing to note that the longer license theme for broadcasting has been picked up rather generally. Save for the Wheeler-McNinch Bill, all other proponents of legislation have espoused a longer tenure than six months, Rep. McLeod (R-Mich.), author of the latest measure, has proposed minimum three-year licenses with a provision to "remove fear of political reprisals". On another front, Elliott Roosevelt, second son of the President, and a broadcaster in his own right, advanced the suggestion to the FCC that it consider a continuing license for radio, founded on certificates of convenience and necessity, as a means of stabilizing the industry.

In almost every quarter it is admitted there should be less molestation, political and otherwise, of broadcasting as an industry. Yet it increases. The paradox of the FCC's contention in the courts that economic injury to existing stations is no concern of the Government when it licenses new stations, while the FCC accounting department at the same time smothers stations with questionnaires on every conceivable economic aspect of operation, is rather difficult to reconcile.

Speaking in the best interests of the industry, we should like to see Senator White's resolution for a fact-finding inquiry—one that would tend to end such inquiries—develop forthwith. And then perhaps there will be a breathing spell during which the industry can dig in fulltime on its job of broadcasting.

"The Judge"

THE DECISION of Judge E. O. Sykes to retire from public life after a dozen years of distinguished service strikes the broadcasting industry with staggering impact. "The Judge" has been regarded as something of a fixture—the rudder of the regulatory ship—for he has been on the scene since the first day the old Radio Commission began functioning back in 1927.

Twice the chairman of the regulatory boards, Judge Sykes has weathered each of the legislative storms, always maintaining his judicial composure, always refraining from personality clashes, always aloof from the headline hunting proclivities of some of his colleagues. He has never regarded broadcasting as anything other than what it is—a young industry, feeling its way, perhaps making inadvertant mistakes and needing proper encouragement rather than big stick regulation.

Judge Sykes, over the years, has been the main equalizing force in radio regulation. The pace has been swift these last few years, and many things may have happened over his objection. Yet they might have been far worse if he had not been there to calm the heat of some of the internal bickerings.

No one will begrudge Judge Sykes' decision, after his long and honorable tenure with attendant financial sacrifices, to return to private practice of law and provide for his family in less arduous work. A devoted broadcasting industry certainly wishes him Godspeed and good fortune.

We Pay Our Respects To —

AUBREY LEONARD ASHBY

WHEN, early last month, A. L. Ashby was feted by the staff and alumni of NBC's legal department in honor of his tenth anniversary as the network's general counsel, he could look back with satisfaction on a decade of service not merely to NBC but to the entire broadcasting industry. From the inception of broadcasting and of litigation affecting this new medium of communication, "Judge" Ashby, as he is affectionately called by his friends and associates, has been active in establishing the legal rights of broadcasters and in protecting them against oppressive legislation.

During the decade in which he has guided the legal path of NBC and for some years before that, when, as assistant general attorney for Westinghouse, he handled all the radio litigation in which that pioneer broadcasting company was involved, Judge Ashby has either directed or assisted in the prosecution or defense of most of the test cases on which today's radio laws are based. He tried one of the first cases heard by the original Federal Radio Commission and was counsel at the hearings in 1927 on reallocation of broadcast frequencies.

One of his earliest cases was the so-called "Sta-Shine" case in which the Interstate Commerce Commission held that broadcasting is not a common carrier and that the ICC does not have the power to regulate its rates and charges. In another case he succeeded in having the court hold that sending announcers and engineers into Kentucky to broadcast horse races from that State did not subject NBC to the jurisdiction of that State. He also participated in the case which denied the right of a State to levy a gross receipts tax upon broadcasters, and more recently he directed the NBC suit that resulted in a decision which substantially held the New Jersey Radio Act, giving the State regulatory power over broadcasting within its borders, to be unconstitutional.

During his 15 years in radio Judge Ashby has been a member of numerous trade associations and legal committees dealing with the legal problems of the broadcaster. From the university law school rostrum and from the platforms of economic and business societies of all kinds, he has preached the gospel of radio freedom from straitjacket rules which might prevent or warp its natural development. He early called attention to the deficiencies of the law regarding radio defamation and has constantly advocated the principle that high power should keep pace with the development of the art and not be stifled by inelastic Federal rules. He has been equally insistent that radio be kept free from censorship by any governmental agency in any form.

Born in Wacousta, Mich., April 13, 1886, the son of a minister, young Ashby was early nicknamed "Deac," like another minister's son, M. H. Aylesworth, who was president of NBC when Mr. Ashby became its legal head. From the public schools he went to Olivet College (his son is now a student there), where he engaged in such diverse extracurricular activities as athletics, oratory and singing in the college quartet and glee club, which he also managed. His main collegiate accomplishment, however, was the financial miracle by which he balanced the budget of his fraternity, Phi Alpha Pi, which he had found $25,000 in the red.

Leaving Olivet with a B. A. degree in 1908, young Ashby became a student of law at New York University and at the same time a teacher of history at the Prospect Heights School for Boys in Brooklyn. In 1910 he was graduated with high honors, after having served two successive years as president of both his class and his law fraternity, Phi Delta Phi. Summer vacations during both college and law school he spent as manager of a resort hotel at Port Huron, Mich.

Following another year of graduate study, Ashby had just accepted the post of acting secretary of N. Y. U.'s School of Commerce when a fraternity brother, John J. Jackson, who had become general attorney for Westinghouse, recalled Ashby's wizardry in amortizing the fraternity debt and invited him to come to Pittsburgh as his assistant. For the next 18 years, until he joined NBC in 1929, Mr. Ashby served as assistant general attorney of Westinghouse, winning an enviable reputation as a foremost corporation counsel. A leader in Pittsburgh civic affairs, serving as director on the boards of several of the city's banks and industries, Ashby also retained his academic connections by teaching at the University of Pittsburgh, which made him a full professor in law and finance. In 1920 N. Y. U. awarded him a J. D. degree.

Active in community affairs in Bronxville, exclusive New York suburb where he resides with his wife and children—son John Lee, 20, and daughter Marjory Lee, 16—Mr. Ashby maintains contact with a wide variety of aspects of modern life through membership in many legal, social and economic organizations. Admitted to practice in New York and Pennsylvania and before many special commissions and courts, including the United States Supreme Court, he is a director of the New York County Lawyers Association and also chairman of its committee on communications.

Naturally, his special interest is in radio legislation and among his numerous publications is the authoritative "Legal Aspects of Radio Broadcasting". Encouraging a like interest among other attorneys, Mr. Ashby maintains a correspondence with some 300 lawyers to whom he regularly sends copies of decisions and opinions on radio cases. The "Judge's" non-professional hobbies are fishing ("but I rarely get the chance"), golf ("time and weather permitting") and walking ("chiefly late at night, to clear my brain after too much reading.")

Like all extremely busy men, the Judge has his dream of retiring some day, when all radio precedents have been established, and settling down in a college town where the freshmen and seniors will gather regularly in his living room for orientation courses that will fit them first for college and later for life in the world outside.

Personal NOTES

H. V. KALTENBORN, CBS commentator, will receive a doctor of law degree from the University of Wisconsin for his coverage of the Czech crisis last fall. Voted March 7 by the University's regents, the honorary degree will be conferred at the 1939 commencement.

ROY C. WITMER, NBC New York vice-president in charge of sales, was on the West Coast during early March for conference with Sydney Dixon, western division sales manager, Hollywood, and Lloyd E. Yoder, general manager of KPO-KGO, San Francisco.

SID STROTZ, acting manager of the NBC Central Division, Chicago, left March 9 for a 10-day business trip to Hollywood.

JOHN W. CREWS, formerly with KJBS, San Francisco; KWLK, Longview, Wash., and KYOS, Merced, has been named general manager of KHUB, Watsonville, Cal.

ROLY FORD has resigned as commercial manager of CKOV, Kelowna, B. C., to enter broadcasting in Eastern Canada.

TRUMAN HINKLE and David Wells have joined the sales staff of KIRO, Seattle.

HARRY CAMP has been named local sales manager of WGAR, Cleveland. Before joining WGAR he had been in newspaper advertising.

D. LENNOX MURDOCH, program director of KSL, Salt Lake City, has been appointed sales manager, and will continue as acting program director. Glenn C. Shaw has been promoted to chief announcer.

RODNEY PRESCOTT, former newspaper editor of Greenville, N. C., on March 2 was appointed general manager of WFTC, Kinston, N. C., according to an announcement by Jonas Weiland, president of the station. Coincident with this appointment WFTC celebrated its second anniversary, moved into a new fireproof studio building and dedicated its 205-foot steel tower.

CHARLES H. SMITH, recently doing research for WQXR, New York, and previously head of the C. A. B. operations at Crossley Inc., and Bernard M. Hollander, who has just completed his graduate study at the School of Business, University of Chicago, have joined the research division of CBS, in New York.

ERNEST LaPRADE, NBC director of musical research, and Davidson Taylor, who holds a similar position at CBS, on March 6 spoke before the Southern Musical Educational Conference in Louisville.

LANCE SIEVEKING, formerly head of the British Broadcasting Corp., London, television division, was in Hollywood during early March en route to Toronto, Canada, where he assumes new duties as television director of the Canadian Broadcasting Corp.

KARL R. KOERPER, vice-president of KMBC, Kansas City, has been named chairman of the local On-to-New York committee to promote the Advertising Federation of American convention June 18-22.

JOHN J. KAROL, CBS market research counsel, on March 8 addressed the Cincinnati Marketing Association on "Radio Research Technique, Determining Listening Habits, and Audience Reactions to Radio Programs".

R. J. E. SILVEY, head of the Listener Research Section of the British Broadcasting Corp., left London Feb. 18 for a six-week tour of the United States and Canada to study listener research methods.

LEONARD COE, salesman of KLRA, Little Rock, Ark., is the father of a girl born recently.

WILLIAM BRUSSMAN, salesman of WHK-WCLE, Cleveland, is the father of a girl born Valentine's Day.

HARRY W. WITT, CBS Southern California sales manager, Hollywood, has been elected vice-president of Los Angeles Chapter, American Marketing Assn.

HARRY C. BUTCHER, vice-president of CBS in charge of Washington activities, is recuperating in Miami from recent influenza attacks. He left Washington in latter February.

FRED HARM, of the sales staff of WJJD, Chicago, is the father of a baby boy, born Feb. 23.

J. H. HUBBARD, of Joplin, Mo., has joined the sales staff of WOPI, Bristol, Tenn., to specialize in merchandising.

FRED MILLER, recently of WWJ, Detroit, and former West Coast producer, has joined the sales staff of WSYR, Syracuse. Before entering the business end of radio Mr. Miller, as "Big Freddie Miller", was with NBC and CBS as an entertainer.

TUCK YOUNG has been named commercial manager of WSAL, Salisbury, Md.

J. TRUMAN WARD, owner and operator of WLAC, Nashville, recently was appointed to the newly formed TVA board by Mayor Thomas L. Cummings of Nashville.

WILLIAM H. RYAN, sales manager of NBC, San Francisco addressed the California Sales Convention of the Loose-Wiles Biscuit Co. in San Francisco recently on "How to Merchandise Radio Advertising to the Dealer".

FLORA McFADZEAN, traffic manager of KLZ, Denver, and A. B. McQuarrie, sales manager of the Denver branch of General Outdoor Adv. Corp. were married March 10.

C. G. SCRIMGEOUR, controller of New Zealand Commercial Broadcasting, Wellington (government operated), is scheduled to arrive in the United States during late March on an inspection tour of stations and networks.

DON EBERSBACH has joined WDZ, Tuscola, Ill., as music director, and Allen Bell, formerly an announcer, has been promoted to production manager.

Cosby Now With KXOK

CLARENCE G. COSBY, veteran radio executive who recently resigned as general manager of KWK, St. Louis [BROADCASTING, Feb. 1], on March 1 joined KXOK, *St. Louis Star-Times* station, as director of national sales. Mr. Cosby was with KWK for eight years as manager and sales manager, and the latter post was taken over Feb. 1 by C. E. Carmichael, promoted from the sales staff, with Robert T. Convey assuming executive direction. Mr. Cosby, before entering radio in 1930, was for 10 years advertising manager and director of the artists' bureau of Baldwin Piano Co.

Lohr's Training Plan

LENOX R. LOHR, NBC president, has announced a new personnel training plan for Radio City guides and pages, designed to give them more intensive preparation for careers in the broadcasting business. In addition to the inauguration of special classes and discussion groups, the plan will permit rotation of all junior employes on the guest relations staff in the various positions of the division. New guides and pages will be employed for two years, at the end of which time it is expected those with abilities adaptable to radio will have gained promotion into other departments of NBC.

Ada May Robinson

MISS Ada May Robinson, daughter of Judge Ira E. Robinson, former chairman of the Federal Radio Commission, and the late Ada Sinsel Robinson, died Feb. 15 at the family home, "Adaland", near Philippi, W. Va. During Judge Robinson's service as FRC chairman, Miss Robinson, long an invalid, became well known to Washington's radio fraternity, which recalls her father's devotion and sacrificing care in her behalf.

BEHIND the MIKE

TED ROBERTSON, sound department chief, has been made assistant dramatic director of WXYZ, Detroit, under Charles Livingstone, director. Fred Flowerday takes over Robertson's former place. Announcer Larry Kelley has been named head of the transcription department, and Al Hodge, who formerly headed the transcription department, also becomes an assistant dramatic director under Livingstone. Fielden Farrington, announcer, has been named assistant to Carl Gensel, chief announcer and assistant studio manager.

VAN DES ANTELS, formerly of KTSM, El Paso, Tex., has been appointed program manager of KFAC, Los Angeles. He succeeds Robert Swan who resigned to free lance.

JACK CUNNINGHAM has joined WWJ, Detroit, to compile sales promotion statistics of the radio industry for the station.

ROBERT DUNHAM, for the last two years an announcer at KMOX, St. Louis, was heard on the CBS *Gateway to Hollywood* program March 12, having won the St. Louis auditions for Jesse L. Lasky's talent search over more than 100 contestants.

MRS. NORFLEET SMITH has been appointed by WTAR, Norfolk, Va., to represent the station and handle the programs in the Suffolk area.

ROY FRANKLIN, announcer of WCFL, Chicago, is the father of a girl born March 4.

WILFRED S. ROBERTS, assistant to Bertha Brainard, manager of NBC's commercial program division, has been given a six-month leave of absence to work in pictures for Paramount, following a successful screen test.

NORMAN CORWIN, CBS director, is vacationing in Bermuda. During his absence William Robson is directing Corwin's *Words Without Music* program.

KEN MEEKER, former page boy at CBS, has been added to the announcing staff of WNEW, New York.

EDDIE CHASE, announcer of WCFL, Chicago, is writing a column on popular music for *Bandstand*, Tommy Dorsey's monthly magazine.

AL HOLLENDER, director of public relations of WJJD-WIND, Chicago, returned March 15 from a two-week vacation in Florida and Cuba.

CHARLES BARROWS, formerly in musical comedy, recently was named announcer and salesman for the San Francisco studios of KROW, Oakland.

DANIEL FREES, Hollywood writer, has started a new serial on family life, *The Sterling Family*, which will be transcribed by Fields Bros. production concern, that city, for proprietary sponsorship.

FLORENCE GALE, author of the current New York stage production, "Union Forever", is in Hollywood to write a transcription series for 20th Century Radio Productions.

JACKSON WHEELER, Hollywood announcer, has recovered from injuries received in a recent automobile accident.

BLANCHARD McKEE, Texas State Network actor, has been named TSN dramatics director.

WILLIAM POST, announcer of KSL, Salt Lake City, recently underwent an appendectomy.

RAY FERRIS, head of the music department of WLS, Chicago, is the composer of "Down the Lane of Memory" which was featured recently on the *WLS National Barn Dance*.

WQXR CONSULTANT
Lisa Sergio Also Commenting On Music Program

MISS SERGIO

LISA SERGIO, noted European woman radio announcer, who visited America in 1937 and served as guest commentator for NBC, has joined the staff of WQXR, New York, to act as consultant on women's programs and commentator for the station's more important musical programs.

Internationally known for her fine English and French diction, Miss Sergio is an authority on radio technique and music, acquired as a result of her shortwave broadcasts from Italy and her study of radio since 1933. Miss Sergio is conducting two programs on WQXR, a woman's *Column of the Air* broadcast five days a week, and an hour program twice weekly on which she discusses the operas of Verdi.

JANE WOODHOUSE, formerly of WORL, Boston, has joined WTAG, Worcester, along with George Crowell, formerly WORL production manager. Jack Berry succeeds as WORL production manager and Ned French, formerly of WPRO, Providence, has joined the announcing staff.

FRED FOSTER, formerly of WRUF, Gainesville, Fla., has joined the announcing staff of WMBR, Jacksonville, Fla., succeeding Jimmy Strain, promoted to the sales department. Ausley Roberts, who worked his way into radio through City High School's co-op plan, also has joined the WMBR announcing staff, and Ken Swain, Dana Blackmon, and Landon Haynes, have joined the production staff.

FRANK LAPORE of NBC's information division has been appointed a stage manager of the television program department. Carl Cannon has been transferred from the guest relations staff to replace Lapore.

GEORGE MAYNARD, script writer at NBC prior to 1932 when he left to become Paris correspondent for *Musical America*, has rejoined the network as a director in the New York production department.

WILLIAM SLOCUM, of the CBS press department in New York, on Feb. 27 was transferred to Washington to become chief of the CBS news bureau in that city.

HAROLD BOCK, NBC western division publicity director, is in New York for two weeks for conferences with Wayne Randall, the network's director of publicity in that city. With him is Mrs. Bock, known professionally as Sybil Chism, organist on the CBS *Lum & Abner* program, sponsored by General Foods Corp. (Postum). The program will originate from New York for two weeks or more.

BUDDY PIERSON, Hollywood writer on the CBS *Camel Caravan*, sponsored by R. J. Reynolds Co., is recovering from a severe attack of pneumonia.

JACK COSTELLO, NBC announcer, recently was honored by his home town, Sauk Center, Minn., made famous in Sinclair Lewis' *Main Street*, by having his portrait and biographical record placed in a special section of the public library along with other honored sons of the town. When Costello left the University of Minnesota, he became a newspaper reporter in St. Paul, but in 1932 joined KSTP, St. Paul, as announcer, and four years later became an NBC staff announcer at Radio City.

LEROY SMITH, formerly of KMBC, Kansas City, has joined KVOO, Tulsa, as continuity writer.

JACK BRINKLEY, announcer of NBC-Chicago, is the father of a girl, born Feb. 24. Mrs. Brinkley, the former Maxine Merchant, was at one time an NBC-Chicago radio actress.

SAM KONTOS, musical director of KFYR, Bismarck, N. D., is the father of a girl born recently.

GEORGE YOUNGLING and Faye Parker, both of the music department of KDKA, Pittsburgh, were married March 6.

JOHN CONTE, Hollywood announcer, has been cast in a similar role in "Invitation to Happiness," produced by Paramount.

HOWARD DORSEY, formerly of WMBD, Peoria, has joined WCBS, Springfield, Ill., as program director.

HUGH DODDRIDGE, staff writer of Radio Features Service Inc., Hollywood, is conducting a five-weekly quarter-hour gossip program, *Along Radio Row*, on KEHE, Los Angeles.

CHARLES UNDERWOOD, formerly of WWSW, Pittsburgh, has rejoined WMBS, Uniontown, Pa., as announcer. Jack Farrell also has joined the WMBS announcing staff. Shirley Leiser has joined WMBS as receptionist and continuity writer.

BILL MORROW, script writer for Jack Benny, and Margaret Wilkins, former New York model, were married Feb. 28 at the Hollywood Wedding Chapel.

DICK CRANE, formerly of KLRA, Little Rock, Ark., has joined KGKO, Fort Worth, and Laurence Gibbs, KMLB, Monroe, La. David Banks has joined KLRA.

TRUE BOARDMAN, Hollywood script writer, is the father of a girl born Feb. 27.

JOHN MURPHY, news commentator of WTOL, Toledo, recently married Regina Naas, of Dayton, O.

TED PEARSON, formerly Hollywood announcer of NBC *Good News*, sponsored by General Foods Corp., has been signed for a supporting role in "Police School" by 20th Century-Fox.

PATRICIA BURNS, South High School senior chosen from a class of 30 students in Denver's Progressive Education Group, is spending five weeks working at KLZ, Denver, to secure practical radio training.

JIM YOUNG, chief announcer of WIS, Columbia, S. C. has returned to work after a three-month illness. Allyn Corris, formerly of WRDW, Augusta, Ga., has joined WIS as announcer and musical director.

HARRY JORDAN, formerly of KMO, Tacoma, has joined the announcing staff of KOMO-KJR, Seattle, succeeding Bob Gentry, who was promoted to the news-special events department.

CARLTON KADELL, Hollywood announcer, has taken over that assignment from Robert Sherwood on the NBC *Jimmy Fidler* program sponsored by Proctor & Gamble Co.

LARRY SCARBOROUGH, of WMBR, Jacksonville, Fla., recently married Ruth Gandy.

ED HUMPHREY, announcer of WJJD, Chicago, has returned to his duties following a six-week siege of scarlet fever.

Put a Genuine Spot-Hound on the Trail...

... and he'll Lead You Straight to the

VITAL FIFTEEN!

VITAL: Because they will produce a demand for your merchandise.

VITAL: Because they will produce this demand in 10 of the richest markets in America.

VITAL: Because they are programmed by NBC, assuring the finest in radio entertainment.

VITAL: Because they have established clear-cut Local identity and well-deserved prestige.

The NBC Spot Specialist in any of these cities (also Detroit and Hollywood) will give you full information on one or all 15 NBC Programmed Stations. And he'll be very glad to assist you in solving your own particular Spot Broadcasting problem.

BOSTON-SPRINGFIELD
WBZ & WBZA (990 KC)
50,000 - 1,000 Watts

CHICAGO
WENR 50,000 Watts (870 KC)
WMAQ 50,000 Watts (670 KC)

CLEVELAND
WTAM 50,000 Watts
(1,070 KC)

DENVER
KOA 50,000 Watts (830 KC)

NEW YORK
WEAF 50,000 Watts (660 KC)
WJZ 50,000 Watts (760 KC)

PHILADELPHIA
KYW 10,000 Watts (1,020 KC)

PITTSBURGH
KDKA 50,000 Watts (980 KC)

SAN FRANCISCO
KGO 7,500 Watts (790 KC)
KPO 50,000 Watts (680 KC)

SCHENECTADY
WGY 50,000 Watts (790 KC)

WASHINGTON, D.C.
WMAL 500-250 Watts
(630 KC)
WRC 5,000-1,000 Watts
(950 KC)

NATIONAL BROADCASTING COMPANY
A RADIO CORPORATION OF AMERICA SERVICE
WORLD'S GREATEST BROADCASTING SYSTEM

BILL CARD, former assistant to Phillips Carlin, NBC sustaining program manager, on March 1 became assistant in charge of traffic to John S. Young, director of radio at the New York World's Fair.

BOB FELDMAN, executive in charge of night-club orchestras of WMCA, New York, and a well-known figure on Broadway, on March 11 was guest of honor at the third annual military ball and massing of colors of the Newsdealers Post 1,169, American Legion, at the Royal Windsor Hotel, New York.

RION BERCOVICI, author and contributor to various magazines, and formerly managing editor of the *American Press*, has joined the New York office of Tom Fizdale, publicity and public relations service.

HELEN BERNARD, a member of NBC's stenographic department since Feb. 20, won $1,000 in the recent Motion Picture Quiz Contest.

REX FROST, CFRB, Toronto, commentator, returned to Toronto March 14 from a three-month European tour.

NORBOURNE SMITH, KLZ newsman, has joined Ted Levey Adv. Agency, Denver. Both parents of Charles Inglis, of the KLZ news staff, died within a five-day period.

GERALD VERNON has been transferred from the statistical to the sales department of NBC in New York. Vincent Smith replaced him as a statistical clerk.

MAXINE RIDDELL, secretary in the offices of Howard Wilson & Co., national representative firm, was married March 4 to Dr. R. B. Haynes of Chicago.

WILLIAM QUEALE, a director of 5DN, Adelaide, Australia, is scheduled to arrive in Hollywood the last week of March on a business trip.

DON HOLLINGSWORTH, editor of the Western Reserve yearbook, has joined the staff of WHK-W8XE, Cleveland, in charge of preparation of the night edition of *The United Broadcaster*, facsimile paper transmitted from 2:30-3:30 a. m. Frank Faris also has joined the WHK-WCLE technical staff for night facsimile transmission.

ELEANOR HANSON, woman's program director of WHK-WCLE, Cleveland, recently filled five speaking engagements in Northern Ohio during a two-week period.

AUSTIN SCANNELL, former city editor of the *Albany Knickerbocker Press* and *Evening News*, has been appointed to the CBS press department, replacing Jack Hoins, who will handle publicity on shows for WABC.

JAMES M. PATT, formerly of CBS special events, Chicago, has been transferred to CBS special events at WKRC, Cincinnati.

RANDALL JESSEE, manager of KWOC, Poplar Bluff, Mo., won a $100 prize in the recent national Movie Quiz contest.

JOSEPH J. WEED, station representative, is enjoying a Florida vacation and plans to return to New York March 20.

Embryo NBC Artists

BUDDING talent among NBC employes will bloom March 18 when the annual NBC Employes Show is presented on NBC-Red, with Clay Morgan, NBC director of public relations, acting as m.c. The variety program, ranging from comedy to the classics, will feature amateur vocalists, imitators, comedians, and instrumentalists, all NBC employes, and will be written and produced by a "board" composed of Ethel Gilbert, artists service; Murray Harris, continuity; Robert Eastman, program division, and Don Davis, editor of the *NBC Transmitter*.

HE SULLIED SALLY
Mikeman Didn't Look Close Enough at Girls

THE PRIZE descriptive "boner" in connection with the San Francisco Fiesta Parade, on the eve of the opening of the exposition, goes to Andy Potter of KROW, Oakland.

According to the official line-up handed out in advance the mounted division passing before the mikemen should have been "Job's Daughters"—followers of a religious cult. Potter named it as such and started to describe the costumes.

But suddenly he realized that there were no costumes!

The girls were members of Sally Rand's "Nude Ranch" from the fair and wore cowboy hats and very little else.

CJGX's New Deal

CJGX, Yorkton, Sask., has been authorized by the Department of Transport, Ottawa, to increase power from 100 watts to 1,000 watts, and will change its frequency from 1390 to 1430 kc. Action by the Boards of Trade of Yorkton and 30 surrounding towns brought about the acceptance of the application by the CBC and the Department of Transport. The arrangement, announced by CBC Chairman L. W. Brockington at Ottawa, requires that two members of local boards of trade be on the directorate of the company; that four hours a day broadcasting should be for educational community purposes; that the station owners pay the Yorkton Board of Trade $300 a year for the first five years and $500 a year thereafter for the establishment of scholarships at the University of Saskatchewan for local young men and women.

New Program Magazine Started on Pacific Coast

PACIFIC Radio Publishing Co., San Francisco, reentered the program magazine field recently with a weekly publication devoted to station activities and complete, detailed programs which have been curtailed in the daily press of Northern California. The first issue, distributed throughout Northern California March 13, contained 20 pages, 7 x 10 inches, in two colors. The publication is to be sold on newsstands and in radio stores, retailing at 5c per copy.

The same firm formerly published the defunct *Broadcast Weekly* and the monthly technical magazine, *Radio*, along with various technical texts. Hereafter it plans to concentrate only on the new weekly and the annual release of a book, *Experimental Television*, by the company's engineer, Frank C. Jones. H. W. Dickow, founder of the firm, has been joined in the new venture by A. J. Urbain, publisher of *Broadcast Weekly* as a subsidiary of the firm and later purchaser of the publication.

CBS reports that for the first time in three years the *Kate Smith Hour* has taken the lead from *Major Bowes Amateur Hour* in studio ticket requests, to become the most popular CBS show originating in New York.

HERBUVEAUX GIVEN NBC CENTRAL POST

APPOINTMENT of Jules Herbuveaux as program manager of the NBC Central Division, Chicago, was announced March 8 by Sid Strotz, acting manager of the NBC Central Division. Mr. Herbuveaux succeeds C. L. Menser who resigned recently to open a Chicago office for Gardner Adv. Co. [BROADCASTING, March 1]. Succeeding Herbuveaux as production manager will be Wynn Wright, formerly assistant production manager, and succeeding Mr. Wright in that position will be Lloyd G. Harris, formerly a member of the production staff. Mr. Herbuveaux joined the NBC-Chicago staff as music director in 1930, following his career as a wartime naval aviator, and orchestra leader. Mr. Wright joined WWJ, Detroit, in 1930 to head its dramatic department and became a member of the NBC-Chicago production staff in June, 1938. Mr. Harris came to radio from the *Memphis Commercial Appeal* and at one time was manager of WMC, that city. He joined the production staff of NBC-Chicago in June, 1933.

Mr. Herbuveaux

Mr. Wright

Gardner's Chicago Office

GARDNER ADV. AGENCY has opened its Chicago office at 221 N. La Salle St., telephone, RANdolph 4132. C. L. Menser, former program manager of NBC-Chicago [BROADCASTING, March 1] will head the office and produce *The Inside Story* which is sponsored by Ralston-Purina on 65 NBC-Blue stations. Harry Thomas, formerly with the agency's St. Louis office, will assist Mr. Menser. Dorothy Mallinson, formerly of Ruthrauff & Ryan, Chicago, has joined the Gardner firm as secretary to Mr. Menser.

New Program Sheet

IN AN attempt to fill the gap left by the deletion of all radio columns and news from the metropolitan dailies in the San Francisco Bay area, *The Mike of San Francisco*, a weekly give-away tabloid publication, was recently started. It is published each Friday, consists of eight pages, five columns to the page and uses a variety of mats, plenty of publicity from the networks and the local stations and several columns of specially written material. Charles A. Cooper of the KSAN staff and Frank Arthur are in charge of the publication and Charles Parks, formerly of KGO is advertising manager.

RADIO's oldest news dramatization program *The March of Time*, sponsored by Time, Inc., since 1931, entered its ninth year on the air when it was broadcast on its current schedule with NBC-Blue on Friday evening, March 10.

in the CONTROL ROOM

A RADIO dinner-dance for all members of the radio profession will be staged under sponsorship of the Association of Technical Employes of NBC April 14 in the Casino Room of the Morrison Hotel, Chicago. Although promoted by NBC staffmen, other Chicago stations are cooperating with the idea of bringing artists and executives into closer relationship with technicians.

ELLEREY PLOTTS, engineer in charge of synchronization for the CBS Western Division, Chicago, spoke March 8 before the Institute of Radio Engineers, Montreal, on "Synchronous Operations of Stations WBBM and KFAB, and Some of the Engineering Problems Encountered". Mr. Plotts on March 3 spoke before the American Association of Engineers in Peoria, Ill., on "Network Broadcasting".

CHARLES WARRIMER, former CBS engineer of WBBM, Chicago, has returned to that city. Mr. Warrimer was technical advisor on the expedition to the San Francisco World's Fair which left Chicago last September to sail around Florida and through the Canal, making a series of special events recordings en route [BROADCASTING, Sept. 15].

L. WATT STINSON, chief engineer of KVOO, Tulsa, returned from a three-week trip in the East, where he attended a radio engineers convention, reports the purchase of equipment for experimental facsimile and television work.

PHIL WHITNEY, formerly of WJEJ, Hagerstown, Md., has joined WSAL, Salisbury, Md.

JAMES MITCHELL and Sherwood Glotfelty have joined the control staff of WMBS, Uniontown, Pa.

SYDNEY WARNER, chief engineer of WBRY, Waterbury, Conn., is acting in an advisory capacity to the Waterbury police radio system.

REGINALD ACKER, control engineer of WBT, Charlotte, has returned to work after a four-week illness.

PERRY HERRINGTON Jr. has joined the engineering staff of WSPA, Spartanburg, S. C.

A. C. HECK, chief engineer of WPIC, Sharon, Pa., recently addressed service clubs in Sharon, Mercer and Greenville on "Radio Broadcasting".

FRANK OTTOBONI, KGER, Long Beach, Cal. technician, on Feb. 21 married Iona Marie Jackson.

BILL KILGORE, technician of WOPI, Bristol, Tenn., has resigned to accept a position with an Alabama station.

EUGENE STEVENS, engineer of WKZO, Kalamazoo, recently married Helen Peterson.

VERNON STORY, formerly of WJBY, Gadsden, Ala., and WDOD, Chattanooga, has joined WHMA, Anniston, Ala., as chief engineer. Billy Kilgore, of WOPI, Bristol, Tenn., also has joined the WHMA engineering staff.

EDWARD LOEFFLER, KIEV, Glendale, Cal., technician, is the father of a boy born Feb. 20.

CLARENCE PALMER, KVOE, Santa Ana, Cal., operator, has announced his engagement to Betty Steen of Placentia, Cal., the marriage being scheduled for early May.

W. S. CARSON of NBC's Washington engineering staff, has been transferred to the network's television engineering division in Radio City.

MYRON KLUGE, chief engineer of KFSG, Los Angeles, is the father of a girl born Feb. 20.

Local Station's Place in Spectrum

(*Continued from Page 24*)

ING with Mr. Brewer's protest appeared an article which pointed out that in 1938, 80% of network volume was concentrated in the tobacco, food, drug, cosmetic, and laundry soap fields. By and large, in this category are the sponsors of the programs which are hogging the audience. The advertisers who sell these products are volume operators. The essence of their business is volume. They purchase materials in volume, manufacture in volume, and distribute and sell in volume. And to do all this they must deliver sales messages in volume.

"The reason for all this volume is price. The industries in question all are highly competitive, and price is an extremely important factor in the successful conduct of each and every one of them. These advertisers spend the bulk of their appropriations for radio for essentially the same reasons that they purchase and manufacture in volume. They can tell more effective messages and more of them at less cost per message through radio than through any other medium.

When Volume is Wanted

"Now if you haven't already guessed it, this is the answer to one of Mr. Ferguson's most bitter complaints. Mr. Ferguson has flooded timebuyers with reams of copy, promotion pieces and program material and his representatives camp on the timebuyers' doorsteps. He knows he can sell for them if he only is given the chance. And no doubt he is right.

"Can any believer in advertising think for a moment that Mr. Ferguson's or any other station will fail to sell for an advertiser? The point that he and many others have not proved to the national advertiser is the one point which will do the most to get the business for them. They have failed to prove that they can deliver listeners in volume.

"There is more to that word *volume* than meets the eye. Volume implies *price*, and the actual audience delivered by a station is not nearly so important as the price the station charges in relation to the audience delivered.

"I'd be willing to bet a month of lunches that a small station can get national business simply by proving to the national advertiser that the station can deliver listeners at a cost per thousand lower than, or at least equal to, the rate which that advertiser gets from his network.

More Potent

"As soon as Mr. Ferguson reads this I know he is going to get out his morgue-full of local testimonials which prove beyond a shadow of a doubt that his station has done a good selling job. Lest he show me the proofs, I am going to agree with him right off the bat. It is perfectly possible, in my opinion, for a small station to do a swell job for local advertisers without being able to do an equivalent job for the national advertiser.

"Again one reason is volume. While the national advertiser is busy using national networks to sell volume merchandise by volume advertising, the local advertiser is selling a different kind of merchandise with an entirely different technique.

"We may as well recognize the fact that advertising copy has something to do with the sales of its sponsoring product. The technique followed by most successful local advertisers is to make up in salesability and intimacy of copy what is lost through lack of volume in media. Such a local advertiser doesn't tell his story to as large an audience as his national brethren, but he tells his smaller audience a more potent message.

"Another point to remember is that the advertising allowance per unit of sale frequently is much higher in the local than in the national field. Hence the local advertiser doesn't have to get as much advertising out of every dollar. A local advertiser usually can build a sales talk about his prices. This is not very feasible on a national basis.

"To the national advertiser, the job of preparing commercials and superintending the production of a local show on one station is just as big as the job of producing a coast-to-coast chain show. It simply would not be efficient for an advertiser to sponsor local programs on a long string of stations. Hence he does the bulk of his radio advertising the simple, efficient, volume way, and whether his campaign is carried by a network or by a number of stations on a transcription basis, it usually takes the form of one program produced by one group of artists at a price which is fair when distributed pro rata among the various stations receiving the program, even though it may seem large at first glance."

Cleveland Food Market Again Refused Station

BY A VOTE of 3 to 2, the FCC Feb. 21 denied for the second time the application of Food Terminal Broadcasting Co., for a new daytime local station in Cleveland, on the ground that the proposed service did not justify the grant. The station, among other things, proposed to advertise, as a service to consumers and producers, food products available in the Cleveland municipal market. The Commission majority held the public interest would be best served by an allocation of facilities to those rendering a general public service.

Commissioners Brown and Walker dissented, with the latter issuing a written opinion in which he said he believed a need had been shown for the service proposed. The produce information service, he held, was a "needed and vital" one to producers of farm products. The Commission originally denied the application in February, 1938, and the second denial came on petition for reconsideration.

LARGE sign on Chicago's Outer Drive gives correct time and temperature to local motorists who are advised to tune in WCFL each night at 9 for complete weather summaries. Service is sponsored by Haskins Coal & Dock Corp., Chicago, which also sponsors a daily morning program on WCFL.

you DON LEE BOYS ARE TOO MODEST

You've told us about your complete Pacific Coast coverage.

You've told us why the biggest regional accounts are choosing Don Lee.

You've explained how you cover all the primary Pacific Coast markets locally where it does the most good.

You've given us your merchandising picture which is, incidentally, the most complete we've ever seen.

But* you've held back one of the best features of your network — *complete domination* of some of the coast's most important markets. For instance, that survey taken in Eureka,* which is practically isolated except for Don Lee, shows 100% exclusive audience for Don Lee during certain seasons. (By the way, this isn't the only Pacific Coast market that depends almost entirely upon Don Lee for radio service.) *That's what you boys should shout about! Because it's coverage that pays!

DON LEE
BROADCASTING SYSTEM
1076 West 7th Street, Los Angeles, Calif.
Lewis Allen Weiss, Vice-Pres. and Gen. Mgr.
Affiliated with Mutual. Represented by Blair

* Retail sales in the Eureka market are over $17,000,000.
Copies of Eureka survey sent on request.

FIFTY
THOUS
W

IT WO

WCKY

THE POWERFUL VOICE OF THE V

XUM

SAND
WATTS

WON'T BE LONG NOW!

L. B. Wilson

E VERY RICH OHIO VALLEY . . . .

XUM

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KFI, Los Angeles

Larus & Bros. Co., Richmond, Va. (Domino cigarettes), 5 *sa* weekly, thru Warwick & Legler, N. Y.

Skidoo Co., Columbus, O. (cleanser), weekly *sp*, thru Jaap-Orr Co., Cincinnati.

John Morrell & Co., Ottumwa, Ia. (E-Z Cut ham), 5 *sp* weekly, thru Henri, Hurst & McDonald, Chicago.

Lever Bros. Co., Cambridge, Mass. (Spry), 3 *sa* weekly, thru Ruthrauff & Ryan, N. Y.

Chocolate Products Co., Chicago (syrup), 3 *sp* weekly, thru McCord Co., Minneapolis.

Interstate Transit Lines, Omaha (transportation), 4 *sa* weekly, thru Beaumont & Hohman, Omaha.

Flamingo Sales Co., Los Angeles (nail polish), 6 *sa* weekly, thru Buchanan & Co., Los Angeles.

KYW, Philadelphia

Charles E. Hires Co., Philadelphia (root beer), 6 *sa* weekly, thru O'Dea, Sheldon & Canaday, N. Y.

RCA Mfg. Co., New York (Victor records), 6 *sp* weekly, direct.

Hanovia Chemical Mfg. Co., Newark (ultra-violet equip.), renewal weekly *sp*, thru Scheck Adv. Agency, Newark.

California Prune Industry, San Francisco, 2 *t* weekly, thru Lord & Thomas, San Francisco.

Cherry Specialty Co., Chicago (candy), 2 *t* weekly, thru Coe, Guy & Walker, Chicago.

WSYR, Syracuse

Upstate Loan Corp., Albany, weekly *sp*, thru Hevenor Adv. Agency, Albany.

Scholl Mfg. Co., Chicago, 2 *sp* weekly, thru Presba, Fellers & Presba, Chicago.

John Morrell & Co., Ottumwa, Ia. (hams), 130 *sa*, thru Henri, Hurst & McDonald, Chicago.

Midland Television Inc., Kansas City, 6 *sa*, thru R. J. Potts & Co., Kansas City.

KWOS, Jefferson City, Mo.

Griesedick Bros., St. Louis (beer), 6 *sp*, 18 *sa* weekly, thru BBDO, Chicago.

White Laboratories, New York (Feen-A-Mint), 65 *ta*, thru Wm. Esty & Co., N. Y.

Falstaff Brewing Corp. St. Louis, 846 *sa*, *ta*, thru Gardner Adv. Co., St. Louis.

Dr. Pepper Bottling Co., Dallas, 52 *t*, thru Tracy-Locke-Dawson, Dallas.

WLW, Cincinnati

Armstrong Cork Co., Lancaster, 3 *t* weekly, thru BBDO, N. Y.

Schutter Candy Co., Chicago, 3 *sp* weekly, thru Oscar L. Coe & Associates, Chicago.

Lehn & Fink Products Co., New York, 5 *sa* weekly, thru Wm. Esty & Co., N. Y.

WTMJ, Milwaukee

Rival Packing Co., Chicago (dog food), daily *sp*, thru Charles Silver & Co., Chicago.

Cook Chocolate Co., Chicago, 26 *sa*, thru Mason Warner, Chicago.

Stroh Brewing Co., Detroit, 13 *sa*, thru Zimmer-Keller, Detroit.

WNAC, Boston

Penick & Ford, New York (Vermont Maid syrup), 26 *ta*, thru J. Walter Thompson Co., N. Y.

United Fruit Co., New York, 240 *sa*, thru BBDO, N. Y.

R. G. Sullivan Inc., Manchester, N. H. (7-20-4 cigars), 312 *sa*, thru Broadcast Adv., Boston.

Joseph Lowe Corp., New York (Popsicle), 39 *t*, thru Biow Co., N. Y.

Charles E. Hires Co., Philadelphia (root beer), 60 *ta*, thru O'Dea, Sheldon & Canaday, N. Y.

Rumford Chemical Works, Providence, 2 daily *sa*, thru Atherton & Currier N. Y.

Plymouth Rock Gelatin Co., Boston, 39 *sa*, thru John W. Queen, Boston.

KHJ, Los Angeles

Anglo-American Confections, Los Angeles (Malt-Lifters), 30 *sa* thru Hugo Scheibner Inc., Los Angeles.

John Morrell & Co., Ottumwa, Ia. (E-Z Cut ham), 2 *sp* weekly, thru Henri, Hurst & McDonald, Chicago.

Dr. School's Foot Comfort Shops, Chicago (shoes), 2 *sp* weekly, thru Presba, Fellers & Presba, Chicago.

Antrol Laboratories, Los Angeles (snail exterminator), 6 *ta* weekly, thru J. Walter Thompson Co., San Francisco.

WOAI, San Antonio

CSO Laboratories, Dallas, 104 *sa*, thru Ratcliff Adv. Agency, Dallas.

International Harvester Co., Chicago, 3 *sp* weekly, direct.

Griffin Mfg. Co., Brooklyn (shoe polish), 3 *sp* weekly, thru Bermingham, Castleman & Pierce, N. Y.

Dr. Pepper Bottling Co., San Antonio, 2 *sp* weekly, direct.

WNEW, New York

No-Worry Chemical Co., Newark (cleaning fluid), 3 *sp* weekly, 52 weeks, direct.

Workers Alliance of Greater New York, *sp* weekly, 3 weeks, thru Henry Finkle, New York.

Oakland Chemical Co., New York (Dioxogen face cream), 3 *sp* weekly, 13 weeks thru Kleppner Co., N. Y.

KSFO, San Francisco

Antrol Laboratories, Los Angeles (Snarol), 3 *sa* weekly, thru J. Walter Thompson Co., San Francisco.

National Funding Corp., Los Angeles (finance and loans), 6 *sa* weekly, thru Smith & Bull, Los Angeles.

WOR, Newark

Rival Packing Co., Chicago (dog food), 2 *sp* weekly thru Charles Silver & Co., Chicago.

Wesson Oil & Snowdrift Sales Co., New Orleans, 5 *sp* weekly thru Calkins & Holden, N. Y.

WHN, New York

Silver Pine Mfg. Co., New York, *sa*, 13 weeks, thru Dundes & Frank, N. Y.

Oxo Ltd., Boston (beef cubes), weekly *sa*, 13 weeks, thru Platt-Forbes, N. Y.

A. Goodman Sons, New York (shoes), 5 weekly *sp*, 3 weeks, thru Al Paul Lefton Co., N. Y.

Steem Electric Iron Co., New York, 5 *sp* weekly, 5 weeks, thru Smith-Benny Sales Corp., N. Y.

Adam Hat Stores, New York, *sa* weekly, 13 weeks, thru Glicksman Adv. Co., N. Y.

Raydence Inc., New York (cosmetics), 3 *sp* weekly, 13 weeks, thru Raymond Levy, N. Y.

Borden's Farm Products, New York (Lenten suggestions), 2 *sa* weekly, 6 weeks, thru BBDO, N. Y.

KNX, Hollywood

Pillsbury Flour Mills Co., Minneapolis (flour), 6 *sp* weekly, thru Hutchinson Adv. Co., Minneapolis.

Antrol Laboratories, Los Angeles (snail exterminator), 6 *sp* weekly, thru J. Walter Thompson Co., San Francisco.

Mitchell Finance Corp., Los Angeles (loans), 4 *sp* weekly, direct.

Armstrong Cork Products Co., Lancaster, Pa. (Quaker Rugs), 3 *t* weekly, thru BBDO, N. Y.

George A. Hormel & Co., Austin, Minn. (Spam), 3 *sp* weekly, thru BBDO, Minneapolis.

CKNX, Wingham, Ont.

Bell Telephone Co. of Canada, Montreal, 26 *t*, thru Cockfield, Brown & Co., Montreal.

United Drug Co., Toronto (Rexall) 39 *sa*, thru Ronalds Adv. Agency, Toronto.

Globe & Mail, Toronto (newspaper), 5 *t*, thru McLaren Adv. Co., Toronto.

Canada Starch Co., Montreal (Crown Brand Syrup), daily *sp*, renewal, thru Vickers & Benson, Toronto.

WDBJ, Roanoke, Va.

Dr. W. B. Caldwell Inc., Monticello, Ill. (Syrup Pepsin), 10 *ta* weekly, thru Benton & Bowles-Chicago.

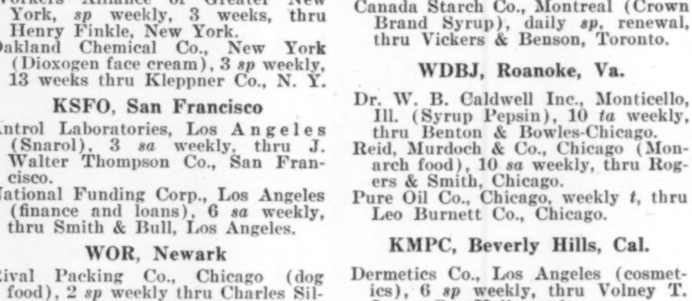
Reid, Murdoch & Co., Chicago (Monarch food), 10 *sa* weekly, thru Rogers & Smith, Chicago.

Pure Oil Co., Chicago, weekly *t*, thru Leo Burnett Co., Chicago.

KMPC, Beverly Hills, Cal.

Dermetics Co., Los Angeles (cosmetics), 6 *sp* weekly, thru Volney T. James Co., Hollywood.

Union Pacific System, Omaha (rail transportation), 5 *sa* weekly, thru Caples Co., Los Angeles.



"I use these to follow our sales curve since we bought WRC."

Pd. Adv.

WHO, Des Moines

Household Magazine, Topeka, 12 *sp*, thru Presba, Fellers & Presba, Chicago.

Perk Food Co., Chicago, 70 *sa*, thru Mason Warner Co., Chicago.

Naughton Farms, Waxahachie, Tex. (nursery), 3 *sp* weekly, thru Rogers & Smith, Dallas.

B. F. Goodrich Co., Akron (tractor tires), weekly *sp*, thru Griswold-Eshleman Co., Cleveland.

E. I. duPont de Nemours & Co., Wilmington (Celo-Glass), 2 *sa* weekly, thru BBDO, N. Y.

Nuterna Mills, Kansas City (feed), 3 *sa* weekly, thru Simonds & Simonds, Chicago.

Simmons Hardware Co., St. Louis, 3 *sa* weekly, thru Anfenger Adv. Agency, St. Louis.

Climax Cleaner Mfg. Co., Cleveland, 3 *t* weekly, thru Roger Williams Co., Cleveland.

Northwestern Bell Telephone Co., Des Moines, 4 *ta* weekly, thru Coolidge Adv. Co., Des Moines.

WEEI, Boston

Carleton & Hovey, Lowell, Mass. (Father John's), 2 *sa* weekly, thru John W. Queen, Boston.

R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Camels), 25 weekly *sa*, thru Wm. Esty & Co., N. Y.

Chappel Bros., Rockford, Ill. (Ken-L-Ration), weekly *t*, thru C. Wendel Muench & Co., Chicago.

Lea & Perrins, New York (sauce), 2 *sa* weekly, thru Schwimmer & Scott, Chicago.

Maryland Pharmaceutical Co., Baltimore (Rem), 8 *sa* weekly, thru Joseph Katz Co., Baltimore.

Stephano Bros., Philadelphia (Marvel cigarettes), 12 *sp* weekly, thru Aitkin-Kynett, Philadelphia.

Mentholatum Co., Wilmington, Del. (salve), 3 *ta* weekly, thru Spot Broadcasting, N. Y.

Helena Rubinstein, New York (cosmetics), weekly *sp*, thru Pettingell & Fenton, N. Y.

KERN, Bakersfield, Cal.

Miles Laboratories, Elkhart, Ind. (Alka Seltzer), 52 *t*, thru Wade Adv. Agency, Chicago.

Folger Coffee Co., San Francisco (coffee), 5 *sp* weekly, 26 weeks, thru Raymond R. Morgan, Los Angeles.

Dodge Clothes Co., New York (men's clothes), 26 *sp*, thru Adv. Arts Agency, Los Angeles

Luer Packing Co., Los Angeles (meats), daily *sa*, thru Glasser Adv. Agency, Los Angeles.

Seaboard Finance Co., Bakersfield (financial), 28 *sa* weekly, thru Smith & Bull Adv. Agency, Los Angeles.

KIUN, Pecos, Tex.

Cosden Oil Co., Fort Worth, weekly *t*, thru Advertising Business Co., Fort Worth.

CKGB, Timmins, Ont.

Canadian National Carbon Co., Toronto (batteries), daily *sp*, thru Clark Locke Ltd., Toronto.

Imperial Tobacco Co., Montreal, 5 *t* weekly, thru Whitehall Bcstg. Co., Montreal.

Wm. R. Warner Co., Toronto (Sloans liniment), 5 *t* weekly, thru James Fisher Co., Toronto.

Borden Co., Toronto (milk), weekly *t*, thru Young & Rubicam, Toronto.

Chris Hansens Lab., Toronto (Junket), 3 *sa* weekly, thru A. McKim Ltd., Toronto.

United Drug Co., Toronto (Bisma-Rex), 3 *sa* weekly, thru Ronalds Adv. Agency, Toronto.

W. K. Buckley Ltd., Toronto (proprietary), 100 *sp*, thru Richardson & MacDonald, Toronto.

White Lab., Toronto (Feenamint), 65 *sa*, thru A. McKim Ltd., Toronto.

George Weston Ltd., Toronto (biscuits), weekly *t*, thru Richardson & MacDonald, Toronto.

Kellogg Co., London, Ont. (cereal), 260 *t*, thru J. Walter Thompson Co., Toronto.

Eno Ltd., Toronto (fruit salts), 100 *sp*, thru Tandy Adv. Agency, Toronto.

Radio Advertisers

GILLETTE TIRE & RUBBER Co., Eau Claire, Wis., has started a Sunday morning quarter-hour series, *Maple City Four*, on WLS, Chicago. Contract is for 13 weeks. Cramer-Krasselt Co., Milwaukee, handles the account.

CLEVELAND CLIFFS IRON Co., through its subsidiary, Cleveland Cliffs Dock Co., is using spots in the Northwest for Winterking coal, on WHEC, WNAX, WDAY, WEBC, WMFG and WHLB. Rickerd, Mulberger & Hicks, Detroit, has the account.

RADIO ELECTRONIC Television School, Chicago, is using spots on WHO and WFBL. Rickerd, Mulberger & Hicks, Detroit, is agency.

JACOB RUPPERT BREWERY, New York, on March 17 will discontinue *Relaxation Time* programs on WEAF, New York, and on April 1 will start sponsoring Stan Lomax, sports broadcasts on WOR, Newark, Tuesdays, Thursdays and Saturdays, 7-7:15 p. m. Lennen & Mitchell, New York, handles the account.

NORTHWESTERN RAILROAD Co., Chicago, has renewed its *Northwestern Suburban Hour* on WMAQ, that city, for 52 weeks. Broadcast six days weekly, 7-8 a. m., since 1935, the program features Norman Ross and recorded classical music. Caples Co., Chicago, handles the account.

WILSON & Co., Chicago (meat packers, food products), is planning no spot campaign as was erroneously reported in BROADCASTING March 1. Radio may be used at a future date, according to officials of the U. S. Adv. Corp., Chicago agency handling the account.

REVLON NAIL ENAMEL Corp., New York, is participating in the *Women of Tomorrow* morning women's program on WJZ, New York. Abbott Kimball Co., New York, is the agency.

ANTROL LABORATORIES, Los Angeles (Snarol snail powder), on Feb. 27 launched an advertising campaign over eight stations in San Francisco, Los Angeles and San Diego, which will continue until April 2. The campaign includes spots on participating woman's programs and a series of one-minute transcribed announcements, several times a week. Account was placed through J. Walter Thompson Co., San Francisco.

GRANT WATCH Co., Chicago, on March 26 starts *Help My Boys*, Sunday, 11:30-11:45 a. m., on WBBM, that city. The show offers dramatized advice to problem children and problem parents. Contract for 13 weeks was placed through Morris & Davidson, Chicago.

DAY & NIGHT WATER HEATER Co., Monrovia, Cal., (heaters), which on March 13 started for 13 weeks daily participation in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood, has increased its contract to 26 weeks. Firm is also using from one to six daily time signal announcements on KNX KSFO KMJ KRLD KPRC, and in addition daily participation in the KTBS, Shreveport, La., news broadcasts. Hixson-O'Donnell Adv., Los Angeles, has the account.

NORTHERN INDIANA Public Service Corp., Gary, Ind., is sponsoring the State High School Basketball Tournament on four consecutive Saturdays, March 4 through March 25 on WIND, Gary. Afternoon and evening games were remoted from Valparaiso, Gary, Hammond and Indianapolis, with Russ Hodges at the mike. Bozell & Jacobs, Chicago, handles the account.

CHARLES VANDA (left) CBS producer of *Gateway to Hollywood*, sponsored by Wm. Wrigley Jr. Co., discussing the talent hunt program with H. Leslie Atlass, CBS western division vice-president, Chicago, while the latter was on the West Coast. Series was renewed for 13 weeks, effective April 9. Vanda is CBS Pacific Coast program manager, on leave-of-absence to produce the series.

LOOSE-WILES BISCUIT Co., Long Island City, on March 13 added WTMJ, Milwaukee, to the list of 28 stations now carrying the *Sunshine News Reporter* programs, heard twice-weekly for quarter-hour periods. Newell-Emmett, New York, handles the account.

UNION OIL Co., Los Angeles, a consistent user of radio, though off the air for three months, will not use the medium until next fall, according to executives of the firm. Several prospective network programs have been auditioned. Lord & Thomas, Los Angeles, has the account.

WILLIAM PENN HOTEL, Los Angeles, thru Howard Ray Adv. Agency, that city, on March 15 started daily spot announcements on four stations. Sponsor will use a total of 111 spots on KGLU; 52 on KWJB; 80 on KUMA; 27 on KSUN. Other stations will be added to the list.

UNIVERSAL CREDIT Co., Los Angeles (Ford auto finance), new to radio, on Feb. 24 started for 13 weeks, using a weekly 35 word chain break announcement on seven Southern California Don Lee network stations (KHJ, KDB, KPMC, KVOE, KXO, KGB, KFXM). Announcements follow the Friday night *Let's Go Hollywood* program, sponsored on that network by Ford Dealers of Southern California. McCann-Erickson, Los Angeles, has the account.

BARNETT'S BOOTERY, Long Beach, Cal., Southern California chain shoe store, and an occasional user of radio, has started sponsoring a thrice-weekly quarter-hour transcribed serial, *Speed Gibson*, on KHJ, Los Angeles. Contract is for 60 weeks, having started March 6.

LIBBY, McNEILL & LIBBY of Canada, Chatham, Ont. (spaghetti), started March 2 a twice-daily spot announcement campaign 6 days a week on CFRB, Toronto; CFCF, Montreal; CJCB, Sydney, N. S. McConnell Eastman & Co., Toronto, placed the account.

America's 4th Market
KEHE
780 Kc
Is GOOD Insurance
in Los Angeles
Buy Us TOO and
INSURE Your RESULTS!
MINIMUM EXTRA COST
MAXIMUM EXTRA RESULTS

THERMO Air Conditioning Institute, Los Angeles (technical school), in a four-week campaign, on March 8 started using weekly quarter-hour educational talks on KOB, KOY, KGHL, KGVO, placing through R. H. Albers Co., that city. Firm plans a similar campaign in April, using a different group of stations.

DR. HARRY DAVIS & ASSOCIATES, Los Angeles (chain optometrists), sponsoring the twice-weekly quarter-hour *Optimism of an Optometrist* program on KFI, that city, has started a similar weekly series on KFOX, Long Beach, Cal., and KFSD, San Diego. E. A. Wesley Agency, Los Angeles, has the account.

BEATRICE CREAMERY Co., Chicago (Meadow Gold), has extended its half-hour disc series titled *Lightnin' Jim* to WOC, Davenport, Ia., for broadcast on Sunday afternoons. The list now totals 10 stations [BROADCASTING, March 1]. Agency is Lord & Thomas, Chicago.

Canadian Tailors Spots

TIP TOP TAILORS, Toronto (chain clothing stores), March 7 started thrice-weekly one-minute dramatized transcribed famous sporting events to run for eight weeks on CFCY, Charlottetown, P. E. I.; CJCB, Sydney, N. S.; CKCW, Moncton, New Brunswick; CFCO, Chatham, Ont.; CHML, Hamilton, Ont.; CFRC, Kingston, Ont.; CFCH, North Bay, Ont.; CJKL, Kirkland Lake, Ont.; CFPL, London, Ont.; CKTB, St. Catherines, Ont.; CJIC, Sault Ste. Marie, Ont.; CKSO, Sudbury, Ont.; CKCL, Toronto; CKLW, Windsor, Ont.; CJRC, Winnipeg; CJCA, Edmonton; CFAC, Calgary; CJOC, Lethbridge. McConnell Eastman & Co., Toronto, placed the account.

PROFIT
LOSS
MAC says

"PUT YOUR STATION
on the PROFIT SIDE with
Top Flight Talent
TRANSCRIBED SHOWS"

Wouldn't you like to have proof of profit when you buy a radio show? Every MacGregor client gets "90 days to prove it pays" . . . and you may choose from the full library of the world's largest producers of dramatic shows.

Request details of our 90-day proof of profit plan today.

•

Serving the Nation's Radio Stations
since 1929 . . . ask your Local Station

C. P. MAC GREGOR
729 S. WESTERN AVE. • HOLLYWOOD, CAL.

One station delivers the big share of Iowa's Columbia audience? Where?
*KRNT of course!

KRNT is the only Basic Columbia Station in Iowa. Its primary area covers 54 of the state's 99 counties,—the largest single marketing area in the state.

Columbia's fine programming, plus an exceptional job of local programming, plus the merchandising backing of Iowa's greatest Newspapers — the *Des Moines Register* and *Tribune*, with which the station is associated—add up to a large and loyal following for KRNT.

'Way above 1,000,000 people rely on KRNT for their Columbia programs—for competently produced day 'round radio entertainment and service.

In Iowa, it's KRNT, of course.

**And, of course, you can buy KRNT in the WNAX-Iowa Network combination at an exceptionally low rate.*

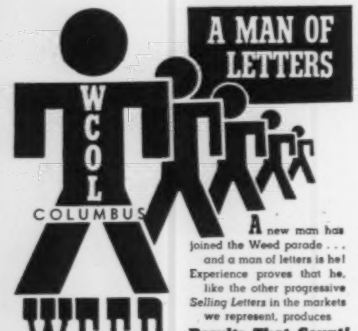
KRNT
DES MOINES • Basic CBS • 1320 K.C.
5000 WATTS L. S. • 1000 WATTS NIGHT
Represented by THE KATZ AGENCY
THE ONLY BASIC COLUMBIA NETWORK OUTLET IN IOWA

XUM

Agencies

YOUNG & RUBICAM advertising agency will open a San Francisco office some time before April 1, according to Raymond Rubicam, chairman. Bryan Houston, for four years an executive in the Y&R New York office, will manage the San Francisco branch, assisted by Wilmer S. Hanson. Office quarters are to be engaged after Mr. Houston's arrival. Y&R serves Hawaiian Pineapple Co. and Langendorf United Bakeries in San Francisco at present.

ROSS METZGER, head of Ruthrauff & Ryan, Chicago radio department, is in Hollywood in connection with the NBC *Quaker Party*, sponsored by Quaker Oats Co., emanating from the Coast for several weeks.



A new man has joined the Weed parade . . . and a man of letters is he! Experience proves that he, like the other progressive *Selling Letters* in the markets we represent, produces **Results That Count!**

WEED AND COMPANY

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO

Radio Station Representatives

MORGAN & DAVIS, new Los Angeles advertising agency, has been formed with headquarters at 417 S. Hill St. J. M. Morgan and Jack Davis, who head the firm, are well known in Southern California advertising. Morgan was formerly public relations director of various Los Angeles concerns. Davis is a former newspaper publisher and advertising executive. Robert F. McKee, formerly of R. H. Albers Co., that city, is radio department manager.

DOROTHY BARSTOW, McCann-Erickson producer-director of the CBS *Dr. Christian* program sponsored by Cheseborough Mfg. Co., after several weeks absence, has returned to Hollywood from New York and resumed direction of the series. Fred Ibbetts produced during her absence.

HENRIETTE MARTIN, formerly of Emil Brisacher & Staff, San Francisco, has joined the CBS Hollywood sales promotion department.

LEONARD M. MASIUS, Lord & Thomas, London, vice-president and executive on the Lucky Strike account, is in Hollywood for conferences with Tom McAvity, in charge of the agency's radio division in that city, and to look over West Coast networks.

WILLIAM H. LEININGER, former vice-president of the U. S. Adv. Co., Chicago, and more recently of the Bendix Home Appliance Corp., South Bend, Ind., has been named sales promotion manager of the Kellogg Co., Battle Creek, Mich.

POTTER & BLACK, new Los Angeles advertising agency, has been established at 524 S. Spring St., with Carleton A. Potter in charge of radio. Mr. Potter and W. Dean Black who head the firm were formerly associated with Chicago agencies.

JEROME FACTOR, who formerly represented the firm in Chicago, has re-joined Ted H. Factor Agency, Los Angeles, as radio department manager.

HERE'S WHY THE *Fairchild Recorder* PACES THE INDUSTRY . . .!

1. The *F-26-2 Recorder itself* provides simply for variation of pitch and direction of cut. You don't need expensive feed screws.

2. Objectionable motor vibration is eliminated because the Fairchild F-26-2 Recorder has a *floating motor mount.*

3. You merely push a button to change *instantly* from 33⅓ r.p.m. to 78 r.p.m. and you get split-second timing at either speed.

4. The 16" cast-iron turntable is dynamically balanced and is driven by a synchronous motor through a worm and gear.

5. The Fairchild Standard, "No compromise with quality" guides us always in making precision instruments. Our job is not done until *you* get maximum results...

"... it had to satisfy Fairchild first"

FAIRCHILD

Sound Equipment Division

AERIAL CAMERA CORPORATION

88-06 Van Wyck Boulevard, Jamaica, L. I., N. Y.

TSN Opening Rep. Offices

TEXAS STATE NETWORK is establishing its own representative offices in New York and Chicago headed by Frank Fenton and Edward W. Parro, respectively, according to announcement by Elliott Roosevelt, TSN president. Mr. Parro, for the last four years Southwestern representative of KSD, St. Louis, has opened an office in Chicago's Wrigley Building; telephone Delaware 5526. Mr. Fenton, formerly of WBNS, Columbus, and more recently of International Radio Sales, will open the New York office in mid-March.

Mr. Fenton

Mr. Parro

TOM LUCKENBILL of the radio department of J. Walter Thompson Co., New York, is recovering from an operation on his knee.

RICHARD H. LUCKE, formerly with the American Radiator Co., New York City, recently joined the Joseph R. Gerber Co., Portland, Ore., agency.

FRANK R. McCARTHY has been made a member of the staff of Robert B. Young Adv. Agency, San Francisco.

DAVID Inc., St. Paul agency, recently opened San Francisco offices in the Monadnock Bldg., with R. Watters, formerly of Emil Brissacher & Staff, in charge.

MALCOLM DEWEES has joined Fletcher Udall & Associates, San Francisco agency. He was formerly publicity and advertising manager of the Monterey Peninsula Assn. and preceding that Pacific Coast manager of Kelly, Nason & Roosevelt.

H. S. G. ADV. AGENCY, New York, operated by Harry S. Goodman, has leased an entire floor at 19 E. 53d St.

RICKERD, Mulberger & Hicks has moved its Milwaukee office into larger quarters in the John Mariner Bldg.

ROSSITER HOLBROOK, head of marketing and advertising of City College of New York has been appointed vice-president in charge of marketing of Frank Best & Co., New York agency. Mr. Holbrook formerly was sales and advertising director of Rolls Razor, and was with Fuller & Smith & Ross, New York.

PAUL B. ZIMMERMAN has resigned as assistant to the president of the Norge division of Borg-Warner Corp. to become a partner in Grace & Bement, Detroit agency. He will be vice-president and treasurer, and will take charge of the agency's merchandising department.

HABERLIN (Bud) MORIARLTY, formerly with Campbell-Eward Co., San Francisco, recently joined Harry Elliott Adv., San Francisco, as publicity director and account executive.

PRENTISS MESSINGER, copy writer in the radio production department of J. Walter Thompson agency in San Francisco is recuperating from a long siege of pneumonia.

S. G. ALEXANDER, media director of H. M. Kiesewetter Adv. Agency, New York, will marry Miss Selma Gottleib in June.

M. C. SMITH, formerly account executive of KFWB and KMTR, Hollywood, has joined R. H. Alber Co., Los Angeles agency, in a similar capacity.

HOWARD LINDSAY, of the Toronto office of J. Walter Thompson Co., is program director of *Our Daily Bread*, jobhunter program just started over CFRB, Toronto, which will shortly be sponsored.

BURNS LEE, exploitation director of Benton & Bowles, Hollywood, will be transferred April 24 to New York to work on publicity under Helen Strauss. He will marry Pauline Slocum of Hollywood in early April before leaving for New York. Al Whitlock, until recently assistant to William R. Baker Jr., formerly Hollywood manager of the agency, succeeds Lee.

LINC HOBSON, formerly with Westco Adv. Agency, San Francisco, recently joined the Leon Livingston Agency in the Bay City. Stuart Harding has been added to the production department of Leon Livingston.

MOREHEAD-FREY & WHITMAN, New York, advertising agency, has moved to 225-241 W. 34th St.

GOTHAM ADV. Co., New York, has leased the entire 12th floor at 2 W. 46th St., its third move in 30 years. The original firm was started in 1875.

"WELCOME, WELCOME LEWIS!"

. . . says the audience that listens to her SINGING BEE every Wednesday night from 8:00 to 8:30 . . . Here's a show that has everything: music, comedy, quizzes, prizes. More than that, it has the showmanship of Welcome Lewis. Some smart advertiser will want this program. Write **WHN** today.

WHN
DIAL 1010
NATIONAL SALES REPRESENTATIVES
EDWARD PETRY & CO. INC.

AGENCY *Appointments*

NATIONAL GUARANTY LIFE Co., Los Angeles (insurance), to W. Austin Campbell Co., that city, and on March 3 started a six-weekly quarter-hour news period on KMPC, Beverly Hills, Cal. Other radio planned.

AMERICAN INSTITUTE OF BAKING, New York, to Geyer, Cornell, N. Y.

MILWAUKEE SAUSAGE Co., Seattle, to Milne & Co., Seattle.

LIFE Inc., Los Angeles (carbonated beverage), to Shattuck & Ettinger, Beverly Hills, Cal. Radio is planned with dealer tie-in.

SCHICK DRY SHAVER, Stamford, Conn., to Lennen & Mitchell, New York. No advertising plans have been made.

J. C. ENO (U. S.) Ltd., New York (Eno salts), to William Douglas McAdams Agency, N. Y.

I. LEWIS CIGAR Mfg. Co., Newark, to Lewis & Tokar Adv. Agency, Newark.

PEPSI-COLA Co., Long Island City, N. Y., to Metropolitan Adv. Co., N. Y.

S. W. HOYTT REALTY Co., Los Angeles (New Mexico subdivision), to Morgan & Davis, Los Angeles. Radio planned for Washington and Oregon.

AERONAUTICAL INSTITUTE of Technology, Los Angeles, to Morgan & Davis, Los Angeles. Radio plans being developed.

GUARANTY UNION Life Insurance Co., Beverly Hills, Cal., continues to place its radio advertising through Stodel Adv. Co., Los Angeles. N. J. Newman Adv. Agency, Los Angeles, is placing other media for that account, but no radio.

FLEETWING OIL Corp., Cleveland, to Griswold-Eshleman Co., Cleveland.

AMERICAN PACKING & PROVISION Co., Ogden, Utah (meat products), to Gillham Adv. Agency, Salt Lake City.

New WJLS Makes Debut

THE new WJLS, Beckley, W. Va., 100 watts night and 250 day on 1210 kc., authorized for construction last October by the FCC, went on the air March 7 under the managership of Joe L. Smith Jr., licensee. Mr. Smith, a 1935 graduate of the University of West Virginia, has interests in a local electrical appliance shop, hotel and newspaper. He has announced the appointment of C. H. Murphey Jr., formerly of WHIS, Bluefield, W. Va., as commercial manager; James L. Cox, formerly of WHIS and WLAP, Lexington, Ky., program director; Marion H. McDowell, formerly of WMMN, Fairmont, W. Va., and WPAR, Parkersburg, W. Va., chief engineer; Clifford Gorsuch, formerly with WWSW, Pittsburgh, and WMBS, Uniontown, Pa., engineer; James V. Sims, formerly of WEW, St. Louis, WCBS, Springfield, Ill., and KICA, Clovis, N. M., engineer; Barnes Nash, formerly of WHIS and WOPI Bristol, Tenn., chief announcer; Enzo Alessandrini, new to radio, announcer. A composite transmitter with Collins speech input and a 200-foot Wincharger guyed radiator are used.

FTC Complaints

THE Federal Trade Commission has issued complaints against Nacor Medicine Co., Indianapolis, and F & F Laboratories, Chicago, alleging false advertising in violation of the FTC Act. Stipulations have been received from Diesel Engineering School of Los Angeles to discontinue misrepresentations in selling Diesel mechanics and operation courses. Oral arguments were held March 8, in the case of J. Palazzolo, charged with misleading radio advertising on two hair products "Otello Water" and "L'Acqua Otello".

Cooperative Spirit

NEW ORLEANS stations, in a cooperative spirit, joined in a special local hookup March 2 to carry a transcription of the CBS broadcast from Rome announcing the election of Pope Pius XII. Arranged by Manager Vincent F. Callahan, general manager of WWL, Loyola University station and CBS outlet, the program was fed to WSMB, WDSU, WJBW and WBNO, and immediately afterward a pickup from the home of the Archbishop of New Orleans was carried. The local hookup also was used March 6 in connection with the drive for funds for the New Orleans Sugar Bowl.

Illinois Session

THE second meeting of the Illinois Broadcasters Chow Club was held in Springfield at the studios of WCBS, Feb. 28. Among those present were Bill West and A. J. Clark of WTMV, E. St. Louis; Bob Compton and John Palmer, WCAZ, Carthage; John Corrigan, KWOS; Harold L. Dewing, L. G. Pefferle, Jack Heintz, Howard Dorsey and C. L. Jefry of WCBS, Springfield, Ill.

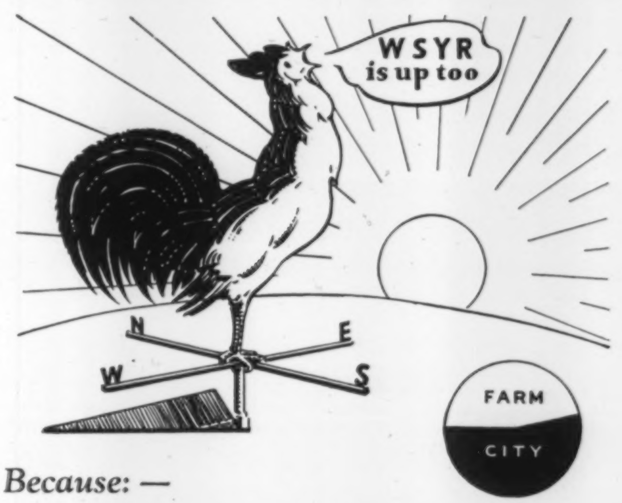
WYTHE WALKER, Chicago representative of WHB, Kansas City, and KFNF, Shenandoah, Ia., has been named representative in that area for WTAD, Quincy, Ill.

National Radio Auditors Formed by W. H. Appleby To Study Radio Coverage

FORMATION of National Radio Auditors, as the successor to Audit Bureau of Broadcasting Coverage, was announced March 2 by William H. Appleby, coincident with the release of a report covering WKOK, Sunbury, Pa.

Mr. Appleby, former commercial manager of WPG, Atlantic City, said 12 advertising agency officials constitute the advisory board of the new organization. He explained it is a cooperative association for the verification of circulation of broadcasting and television stations. The formula used is measurement of the station's half-millivolt signal, or better, to determine good reception, supplemented by questioning of residents within the area regarding stations to which they listen.

Listed on the letterhead of the organization as its "advisory board" are the following agency executives: Frank Coulter Jr., N. W. Ayer & Son; Carlos Franco, Young & Rubicam; Thomas Carson, Erwin Wasey & Co.; George L. Trimble, Marschalk & Pratt; Arthur A. Kron, Gotham Advertising Co.; Michael Gore, Hudson Advertising Co.; H. A. Thomas, Spot Broadcasting Co.; C. C. Chapelle, H. W. Kastor & Sons Adv. Co.; Louis Nelson, Wade Advertising Agency; Newman F. McEvoy, Newell-Emmett Co.; Jesse Kagel, Philip Klein Advertising Agency, and John Hymes, Lord & Thomas. The address is given as 350 Madison Ave., New York.



Because: —

41.6% of the population in WSYR's rich service area are farm folks. These people are up early: So we are open at 6 o'clock every morning with program material of lively interest to them . . . and we hold this plus audience of farm buyers throughout the day. Naturally, then, advertisers not only sell Syracuse but the buyers in its 20 surrounding counties.

WSYR
SYRACUSE
570 Kc.

Now It's Our Turn!

• It seems that for endless ages advertisers have fired into our grim, mail-pulling faces . . .

"How About Proofs of Purchase?"

• They want proof and plenty of it, that we're not sales-talking through our hats—And why shouldn't they?

But Now It's Our Turn!

• For three years—maybe four, we're not sure—we have been writing this blame stuff and paying for its black-and-white appearance in BROADCASTING! What we'd like to know is . . .

Who Reads It?

• If you do, dear reader, sit right down and address a penny post card to WWVA in care of BROADCASTING—Do It Now!—Today!

●

Note to "BROADCASTING" Folks:

Don't worry, boys, we like visiting with your readers and you won't lose our measly single-column full space, and we'll keep the mail break-down a deep, dark secret! Please send us a mail report daily. P.S.: We got 3212 proofs of purchase for one account last week and you're up against it to pull half that many for us!

●

ADVERTISER: Now It's Your Turn!

National Representatives
JOHN BLAIR & CO.
NEW YORK . . . . CHICAGO
DETROIT . . . SAN FRANCISCO
Columbia Station
at Wheeling, West Va.

5,000 WATTS
WWVA

AFM Spurns Plan For Foreign Discs

Will Not Record Programs at Low Rate for Use Abroad

A SUGGESTION that the American Federation of Musicians permit national advertisers to make off-the-line recordings of their network programs without extra musician expense for broadcasting in English speaking communities outside the continental United States, with the stations receiving these programs giving the AFM 10% of their net time charges, has been submitted to and rejected by the musicians' union.

Plan was conceived by Lorrin P. Thurston, president and general manager of the Advertiser Publishing Co., owner of KGU, Honolulu, who pointed out in his letter to the union that the 100% surcharge of musicians for off-the-line recordings practically prohibits their use and consequently deprives such stations as KGU of most American programs, since the time differential and the high cost of shortwave transmission makes network transmission of these programs impractical.

If the AFM would waive this extra charge, Mr. Thurston explains, American advertisers would be able to send recorded programs to all parts of the English speaking world; export sales would be helped, thus stimulating the recovery of American business; the stations receiving the programs would benefit through increased business; the English speaking listeners abroad would benefit by hearing the best American programs, now denied to them; and the AFM would benefit through the station payment, which "would amount to many thousands of dollars in a year's time, providing an entirely new source of revenue which would be at the disposal of the directors of the AFM to be distributed either as a bonus to the actual musicians involved or to be divided between those taking part in the broadcast and the individual locals where the transcriptions are released."

In turning down the idea, union officials explained that accepting it would place AFM in the position of allowing the music produced by its members to go to thousands of foreign listeners at practically no cost.

Show Must Go On

FIFTEEN minutes before the *Beachcomber* program was due to go on the air on WJR, Detroit, Announcer John Stinson set all the copies of the continuity on a window sill. Seconds later they were all soaring in a high wind from the 28th floor of the Fisher Bldg. With nothing left but a routine of the musical numbers, Announcers Stinson, Bill McCullough and Jack Garrison built a new show. The program started on schedule, with McCullough at the mike, and the improvised continuity was fed to him so smoothly that listeners were unaware of the tenseness behind the scenes.

It Speaks Their Language

CKAC

MONTREAL

1. About three-fourths of Montreal's population speak French.
2. CKAC sells in French.
3. That's why CKAC has almost as many commercial shows between 6 and 10 P.M. as the other four stations combined.

Canada's Busiest Station

AGRAP-CBS Dicker

AMERICAN GUILD Radio Announcers and Producers, independent union, has resumed bargaining with CBS executives for a revised contract for employes of WABC, New York. AGRAP now has a five-year contract with WABC, but is reopening negotiations under a provision which gives either party the right to ask for revisions at the conclusion of any contract year, and in June the current contract will have been in effect two years. Union is asking for a higher wage scale. AGRAP recently renewed its contract with WOV, New York, the new contract, which runs from March 1939 to April 1940, calling for a 10% wage increase.

KEY to GOLDEN VALUES and OPPORTUNITIES

5 kw. day
1 kw. night
1260 kc.

KGVO

Missoula
Montana

CLAMP-ON LIGHT, the idea of Clifton Todd, chief engineer of WNAX, Yankton, S. D., is hailed as a big help in adjusting the depth of cut on transcriptions. Here Engineer Todd is adjusting the cutting needle of WNAX's new recording unit.

Click Licked

WHEN AN important transcribed show cracked only an hour before broadcast time, KHUB, Watsonville, Cal., recently produced a new wrinkle in solving the broken transcription jinx. Closely examined, it was found that a wedge-shaped chip about a quarter-inch across was missing from the record. Chief Engineer Mel Milbourne took some BB pellets, weighed one of the pickups until he discovered the smallest pressure consistent with quality reproduction, then at broadcast time put the record on the turntable—and the pickup passed smoothly over the crack, with only a barely audible "click".

Hormel Test

GEORGE A. HORMEL & Co., Austin, Minn. (Spam), through BBDO, Minneapolis, on March 1 started for five weeks a thrice weekly early morning quarter-hour program, *Harmony House*, on KNX, Hollywood, in a test. Series features Harvey Harding and Mary Rosetti, vocalists, with Eddie Dunstetter at the Novochord and a novelty orchestra. Following the test, and with time cleared, the series will go CBS transcontinental, according to Wayne Tiss, agency Minneapolis radio department manager, who is now in Hollywood. Jay C. Hormel, president and David Crane, advertising manager, respectively of Hormel & Co. were in Hollywood to complete details and launch the series.

The Truth Will Out!

• More national business all the time shows how the word is getting around! The WGES foreign-language audience comprises no less than 2/3 of all Chicagoans. You're just skimming the surface without the showmanly foreign-language programs of . . . . .

WGES

In The Heart of Chicago

TRANSCRIPTIONS

TRANSAMERICAN Broadcasting & Television Corp., New York, now located at 521 Fifth Ave., on April 1 will occupy the three upper floors of 1 East 54th St. to provide special studio facilities for the audition and production of commercial radio programs, have been made with Warner Brothers to use technical facilities for construction of "floating stages."

STANDARD RADIO has announced the following stations have signed for its Standard Library Service; KFPW, Ft. Smith, Ark.; WMRO, Aurora, Ill.; KSAM, Huntsville, Tex.; KRLD, Dallas, Tex.; WGNC, Gastonia, N. C.; WMBO, Auburn, N. Y.; WJMC, Rice Lake, Wis.; KFNF, Shenandoah, Ia.

NBC Thesaurus Service reports six new clients for its transcription service and renewed contracts with eight of the stations now subscribing. New subscribers are KVWC, Vernon, Tex.; KVOA, Tucson, Ariz.; WEBR, Buffalo; WCOL, Columbus; KDON, Monterey, Cal.; VP3PG, Georgetown, British Guiana.

AIRSHOWS, Hollywood production unit of live and transcribed shows, on March 10 changed its name to Hollywood Airshows. Graham Archer continues as general manager with no change in personnel.

PAUL CALL, formerly with Listenwalter & Gough, Los Angeles distributors of Philco radios, has joined Otto K. Olesen Sound Studios, Hollywood transcription concern. Michael Blair, formerly special events announcer of KMTR, Hollywood, has joined the firm's new special events recording department.

ALEX SHERWOOD, of Standard Radio, left Chicago in early March for a 10-week sales tour of Eastern and Midwestern stations.

ALL-CANADA RADIO FACILITIES, Calgary, Alta., has purchased from C. P. MacGregor Co., Hollywood transcription concern, Dominion rights to 156 quarter-hour episodes of the dramatized history series, *Cavalcade*.

ASSOCIATED Recorded Program Service, New York, recently transcribed 26 quarter-hour program by Ida Bailey Allen, well-known home economist. The series includes dramatizations of home economics projects, with each episode complete in itself.

RADIO Productions and Recordings has been formed in Denver, with complete recording units and staff of writers, merchandising men and engineers. Its headquarters are in the Gas & Electric Bldg., and its operators are Charles Lang and L. Alan Pugh.

TRANSTUDIO Recording Corp. has been opened at 473 Virginia St., Buffalo, to produce transcriptions and instantaneous recordings for agencies and stations, and is handling work also for schools in the Buffalo area. It is headed by J. W. Gillis.

PACIFIC Radio Productions has opened offices at 9028 Sunset Blvd., Hollywood, and Howard Swart, director, announces it is syndicating the *Newlyweds* serial.

CARLE CHRISTENSEN Recording Studios have been opened at 306 S. Wabash Ave., Chicago. Jack Hayes, former chief engineer of WJJD, Chicago, has joined the new firm as chief engineer.

JACK KAPP, president of Decca Records, New York, arrived in Hollywood March 12 for six weeks to supervise making of commercial recordings at Recordings Inc.

Apex Experiments Observed by FCC

Licensees Required to Show Work Justifying Permits

LICENSEES of high-frequency (apex) broadcasting stations will not be granted renewals unless they make a showing of worthwhile experimentation, the FCC announced March 6 in adopting a new policy.

In considering renewal applications of the 49 existing high frequency stations, all but seven of which use frequency modulation, the Commission said that these new policy factors will be taken into account April 1 upon expiration of the licenses. The three policy principles are as follows:

1. When the applicant does not show that it has carried on any worthwhile experimental work during the last period, the application be designated for hearing.
2. If some work has been done, but of no great significance, then the licensee be informed of the work it must do during the next period and a commitment be obtained from the licensee before granting the renewal.
3. When the applicant has carried on a reasonably diligent experimental program and proposes to continue this work, a letter be prepared reviewing this course and making any suggestions for work that may be done during the next license period.

New Data Sought

Among other things, the FCC is anxious to procure developmental data on frequency modulation, as opposed to amplitude modulation [BROADCASTING, Feb. 1]. More intensive experimentation in the former field has developed in recent weeks by virtue of developments claimed by Major Edwin H. Armstrong, New York inventor and himself the licensee of frequency modulated transmitters. Since 42 of the 49 ultra-high frequency transmitters now on the air are amplitude modulation, question has arisen about future allocations for the experimental broadcast operations, particularly in the light of extraordinary claims made for the Armstrong System, including greater primary coverage, elimination of interference and generally higher quality. A frequency modulated transmitter, however, requires a band approximately five times as wide as that employed for amplitude modulation.

In line with its new policy the FCC at its meeting March 6 designated for hearing three high-fidelity broadcast station renewals. These were W9XER, Kansas City, operated by Midland Broadcasting Co.; W9XTA, Harrisburg, Ill., operated by Schonert Radio Service, and W8XAI, Rochester, licensed to Stromberg-Carlson Telephone Mfg. Co. In the Kansas City case, the Commission said that the application was designated for hearing because the station had not furnished sufficient research or experimental data in compliance with regulations and with requests. Substantially similar reasons were given in the other two cases dealing with research and development.

WHBL Boosts Power

Mr. Cunniff

WHBL, Sheboygan, Wis., on Feb. 20 increased its daytime power to 1,000 watts during a ceremony and banquet attended by 150 business and civic leaders. Walter J. Kohler, former Governor of Wisconsin and chairman of the board of Kohler Co. turned the switch. Other guests included Mr. and Mrs. E. A. Fellers, Presba, Fellers & Presba; Mr. and Mrs. Howard H. Wilson, Howard H. Wilson Co.; Mayor Willard Sonnenburg of Sheboygan. Charles E. Broughton, editor of the *Sheboygan Press*, which has an interest in WHBL, and Ed Cunniff, recently appointed general manager, announced that Howard H. Wilson Co. would represent the station nationally.

WEAU, Eau Claire, Wis., 1,000-watter on 1050 kc., which signs off at sundown for KNX, Los Angeles 50,000 watter on that frequency, has applied to the FCC for full time with 5,000 watts day and 1,000 night on the same channel.

"Hello, Geo. Trimble" (Marschalk & Pratt Agcy.)

Did You say MARKET ?

Look at PEORIAREA! Packs in almost half again as many people as in the whole state of New Mexico. People who buy, too! Per capita retail sales are above U. S. average — about $491.00 annually. You can cover PEORIA with ONE station—WMBD.

Free & Peters, Inc.
Nat. Reps.

WMBD PEORIA
MEMBER CBS NETWORK

FINCH
FACSIMILE SYSTEM
PATENTED & PAT'S PEND'G.

LEADS THE WAY

FIRST to open the NEW field in "Home" Facsimile broadcasting.

FIRST SYSTEM placed in actual operation by the MAJORITY of MAJOR facsimile broadcasting stations.

FIRST to PERFECT automatic, fully visible, continuous feed "HOME" recorders, requiring neither liquids nor carbon transfer sheets.

FIRST to develop an automatic selective syncronizing method which permits "HOME" facsimile recording in all AC or DC power areas.

FIRST to open the NEW field in facsimile broadcasting for AIRCRAFT, POLICE, and other mobile services. Demonstration by appointment. Call Plaza 5-6570.

FINCH
TELECOMMUNICATIONS
LABORATORIES, INC.
37 W. 57th St., New York City

KSFOCUS

BUSINESS IS SWELL IN SAN FRANCISCO!

BARBER SHOP STUFF, but even the tonsorial artists are busy in San Francisco these days, so maybe the happy harmonies of Bert ("Fudge Face") Parks, Mayor Rossi of San Francisco, Eddie Cantor and Bob Garred, KSFO newscaster, may be forgiven. Are you getting your share of San Francisco dollars?

SNOW IN SAN FRANCISCO may be counterfeit, but there's nothing counterfeit about our prosperity. Ski Champion Reidar Anderson. one of many reasons for our Fair's success, is shown telling KSFO-CBS audiences....and Bill Baldwin...how it feels to jump out ahead of the rest. You can learn, too . . . on KSFO.

PONTIAC GOES TO THE FAIR . . . and to the fore . . . with news broadcasts from KSFO, capitalizing on Exposition activity. Recently Pontiac executives joined in the airing of a round-table talk on such happy conditions with CBS-KSFO men. Left to right, C. P. Simpson, Pontiac Motor Corp. Gen. Sales Mgr., Hank Jackson, CBS, T. S. Ray, Pontiac Pacific Mgr., Phil Lasky, KSFO, F. A. Berend, Pontiac Advertising Mgr.

KSFO

"THE AUDIENCE STATION" ● SAN FRANCISCO
KSFO, Palace Hotel, San Francisco - 560 KC, 5000W day, 1000W night
PHILIP G. LASKY, General Manager
National Representative: FREE & PETERS, Incorporated
COLUMBIA BROADCASTING SYSTEM

Merchandising & Promotion

Pontiac Tips—Platter Plugs—Dames on Display—Hour by Hour—Troubles of Horses

AMERICAN AIRLINES flagship *Howie Wing* was christened in Battle Creek, Mich., recently in honor of the *Howie Wing* radio program, heard Monday through Friday at 6:15 p. m. on CBS. The occasion was a tribute of the airline to the work of Kellogg Co. in making American youngsters air-minded. The ship carried two suitcases from Battle Creek as it left, to be flown around the world in opposite directions as a promotion stunt. Taking part in the christening were Stewardess Mae Leslie, Capt. W. G. Moore, well-known aviator and author of the radio program, and Ralph Olmstead of the Kellogg Co. advertising department.

* * *

Compliments of Kate

GENERAL FOODS Corp., New York, to promote Diamond Crystal Salt Week, from March 6 to March 11 broadcast on Kate Smith's *Noonday Chats* program on CBS an offer of Kate's new recipe book free to listeners who sent in a letter saying that they had asked their grocer about Diamond Crystal Salt or were planning to do so during the week.

* * *

Overseas Centennial

AN NBC brochure titled *The Surprise of 1929* goes on to say that such things are the commonplace of 1938 and presents a discussion of NBC's progress in shortwave pickups from other parts of the world. A description is given of the Feb. 1, 1939 program commemorating the tenth anniversary of overseas broadcasting.

4 out of 5

"JUST FOLKS"

Of Nebraska's 1,337,963 population, Omaha and Lincoln, Nebraska's only large towns, total only 289,939. That leaves a little more than a million "just folks" . . . the kind of buying-minded Nebraskans who use soap, breakfast foods, automobiles, motor fuels . . . and who listen to KMMJ. Let us show you how you can use KMMJ to reach these four out of five Nebraskans.

KMMJ

Clay Center, Neb.

Randall Ryan, *Mgr.*

New Location Grand Island, Neb., About April First

Successful Campaigns

TO SHOW how vital radio has become as an advertising medium and how important the "human" element is for successful broadcasting, Ruthrauff & Ryan has published a booklet entitled *Human! Handle With Care*, which states frankly that it is the public—the ordinary everyday people listening all over the world—which "inevitably establishes the human wavelength to which any successful campaign must be tuned." Choosing a program, hiring big-name talent and the artful selection of the right type of commercial should all be regarded as vitally important, says the agency, and offers to discuss case histories of its most successful radio campaigns to prove points made in the booklet.

* * *

Divorce Prizes

SUSSMAN, WORMSER & Co., San Francisco (S & W coffee) sponsors of *I Want a Divorce* on 8 CBS Pacific network stations, is offering $500 in cash prizes weekly for the best solution letters submitted in its new Fantastic Divorce contest. First prize is $100, with 160 additional awards of $2.50 each. Letters must be accompanied by a key strip from a can of S & W Mellow Coffee. Contest, which started March 9 is being supported by advertisements in major California newspapers.

* * *

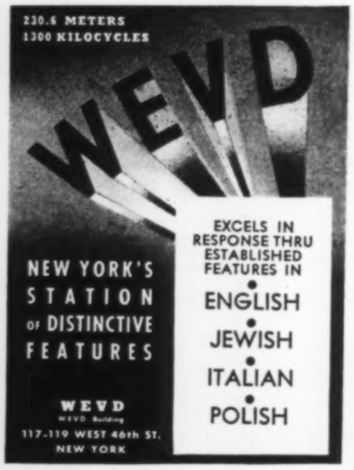
Prospect Card

REMINDER to salesmen to talk up the six-weekly news program sponsored by the Pontiac dealer organization of Northern California, is the "prospect card" turned out by KSFO, San Francisco, over which Bob Garred broadcasts the dealers' program. The card, with space for writing names of "today's best prospects" for Pontiacs, also carries a reminder that *Streamlined Headlines* is carried on KSFO.

* * *

Free Dogs

TWO dogs were given away by General Mills and WSYR during the Central New York dog naming contest. There also were 16 other prizes. Prize dogs were on view at a pet shop.



230.6 METERS
1300 KILOCYCLES

WEVD

NEW YORK'S STATION OF DISTINCTIVE FEATURES

EXCELS IN RESPONSE THRU ESTABLISHED FEATURES IN
ENGLISH
JEWISH
ITALIAN
POLISH

WEVD
WEVD Building
117-119 WEST 46th ST.
NEW YORK

Staff Audition

CONTAINED on the two sides of one large disc are a series of two-minute announcements, one by each announcer of WKRC, Cincinnati. Each outlines his regular duties, lists his specialties and voices one or two sample commercials, through it all explaining features of WKRC's programs, popularity, publicity, promotion and showmanship. Agency men and clients, listening to the recordings, not only get the station's selling story, but also get to choose particularly suited announcers for their prospective programs.

* * *

A Day of Housing

EVERY Saturday is Home Builders Day at KMPC, Beverly Hills, Cal. The station devotes from 8 to 15 quarter-hour periods throughout the day entirely to home builders and owners. Every phase of home building, such as financing, construction, painting, interior decorating, landscaping, plumbing, electrical and heating is discussed. Subjects are minutely treated and series is endorsed by the Building Contractors Assn. of Southern California.

* * *

Prizes for Pies

CALIFORNIA Prune & Apricot Growers Assn., participating sponsors in the Friday broadcasts of Gladys Cronkhite on KPO, San Francisco, is offering three prizes, $5, $3 and $2 for recipes for dried apricot pie. Each recipe submitted must be accompanied by a top of Sunsweet prune or apricot carton or the word "Sunsweet" cut from a carton or a reasonable facsimile.

* * *

Cigarette Girls

CHESTERFIELD Poster Girls came to life following the Paul Whiteman broadcast for Chesterfields March 1 and put on a style parade for the audience in CBS Playhouse No. 3 in New York. Each girl displayed the costume, designed especially for Chesterfield, which she wears in a current advertisement.

* * *

Trick of the Orient

CLOSE to 5,000 replies were received by KDKA, Pittsburgh, when the station recently made a single announcement offering a Chinese Key Trick to listeners as a test of the audience power of *The Shadow of Fu Manchu*, serial program released by Radio Attractions, New York.

●

News is your best bet

TRANSRADIO

●

West for Empire

KPO, San Francisco, which a few weeks ago adopted the slogan "Voice of the Golden Empire" [BROADCASTING, Feb. 15], now has another slogan, "Voice of the Golden West". KHSL, Chico, Calif., complained to KPO, claiming prior right to the slogan, so KPO dropped the word "Empire", substituted "West". Everybody was happy except the San Francisco Chamber of Commerce, which had to destroy brochures costing $2,000 because the printed pieces used the words "Golden Empire" in literature it had gotten out to "sell" Northern California.

* * *

P & G Prizes

PROCTER & GAMBLE Co., Cincinnati, is conducting a nationwide slogan contest for Crisco on *Vic & Sade* on both NBC Red and Blue, and *This Day Is Ours* on CBS. The contest, which started March 10 to run for three weeks, offers a first prize of $5,000 in cash and 500 additional prizes of Sunbeam Electric Mixmasters in return for an original Crisco slogan of ten words or less and a Crisco label.

* * *

WHN Radio Lectures

TO promote many of its programs via the speakers' platform and to educate the public with radio information, WHN, New York, has organized the WHN Lecture Bureau, with speakers available to schools, colleges, clubs and organizations to talk on various phases of radio. The bureau is headed by Al Simon, WHN's publicity director, formerly lecturer for Loew's Theatres.

* * *

Packer's Promotion

FRYE & Co., Seattle packing firm, prepared several thousand inserts for every package of its product in advance of KJR's trip through the plant as part of the *Washington at Work* sustaining series. Salesmen were instructed to discuss the program with meat dealers who in turn were to ask customers to hear the broadcast. The programs are heard in the afternoon and repeated that night via disc.

* * *

Serial Boosters

COLORED brochures on the transcribed serials, *Calling All Cars* and *Fu Manchu*, will be distributed to agencies and sponsors in late March by Fields Bros., Hollywood producers. The first program is controlled by that firm, except in the 11 western States. The *Fu Manchu* series is distributed by Radio Attractions Inc., New York, but Fields Bros. its producers, has that right in the western area.

* * *

Pep at Dawn

THREE-WAY cooperation between newspaper, sponsor and station is used in Philadelphia to push the daily 1-6:45 a. m. *Dawn Patrol* feature, sponsored on WIP, Philadelphia, by Pep Boys, auto accessory chain. Both sponsor and station run adjoining ads calling attention to the program, sponsor paying for his and the station getting its space in an exchange deal with the paper.

* * *

Fair Warning

KSFO announcers, when on duty at the Golden Gate International Exposition, wear printed hat bands bearing the words: "Broadcasting over KSFO".

A BREATH TAKER
Winds Up Bargain Prices of Chain Grocery

J. WEINGARTEN Inc., operator of 14 super food markets in Houston, Texas, has hit upon a radio idea that has proved highly successful on KPRC, Houston. Its KPRC program, now in its second year, is the company's most successful radio promotion, according to Sterling Stanford, advertising manager of the stores.

Each weekday morning the program lists the day's special bargain in foodstuffs, with one climax item—"a breath-taking special". The announcements are handled in straight announcing style by two station announcers, alternating items. In addition, a brief institutional talk about the stores is presented. The programs are heavily merchandised at point-of-purchase. Store No. 14 recently was completed, with the opening ceremonies broadcast by remote facilities through KPRC, with Mayor Oscar Holcombe and others participating.

* * *

Frisco Display

A SCALE model of its new transmitter, plus a number of pictures of its own and CBS artists, has been placed by KSFO, San Francisco, in a window of Nathan-Dohrmann & Co., large downtown store. The station likewise has installed displays in the radio departments of the White House and Sherman, Clay & Co. KSFO is continuing its display of pictures in a Palace Hotel window.

* * *

Selling Times

WLS, Chicago, is mailing promotion pieces called "Results by Time of Day", surveying every commercial period of the day from 5:30 a. m. to 11 p. m. Large red clock at top of page indicates program period and analysis includes mail pull, premium offers, program types. The survey has been made of 26 separate program periods.

* * *

Prizes From Polly

TO PROMOTE her sponsors' products, Polly Shedlove, conductor of the daily woman's program *Polly the Shopper* on WHN, New York, has arranged bi-monthly luncheons for her listeners at the Actor's Kitchen, New York. Listeners pay for their luncheon but received samples of products as well as door prizes.

* * *

Brochures

KLZ, Denver: "Men, Methods and Machinery" brochure with pictures of studio, transmitter, and artists.

WRC-WMAL, Washington: Paper wallet with stage money carrying merchandising dope on "America's Richest Market".

WOW

590 Kilocycles
John J. Gillin, Jr., Mgr.
★ On the NBC Red Net ★
OMAHA, NEBRASKA

Read Their Own

TIDEWATER Associated Oil Co., Associated Division, San Francisco, currently sponsoring Pacific Coast Conference intercollegiate basketball games over KYA, recently introduced a novel stunt in handling the commercials for the broadcasts. In place of the regular studio announcer, Associated invited three Associated dealers to the studios to read the commercials before and after the broadcast and during the half-time. Each dealer took one spot.

* * *

Equine Ailments

BOOKLET containing information on the prevention and control of sleeping sickness in horses, compiled by the Horse & Mule Assn. of America, is being furnished free to farmer listeners by WNAX, Yankton, S. D.

* * *

Cartoon Promotion

KVOE, Santa Ana, Cal., is promoting its programs thrice weekly with one-column 10-inch cartoon ads in the *Fullerton* (Cal.) *News-Tribune*.

MEXICO'S "FARLEY", Senor Alfonso Gomez Morentin, postmaster general in charge of communications, was entertained while on an unofficial visit in Washington Feb. 22 by FCC Commissioner T. A. M. Craven, an old friend. Shown at the Mayflower Hotel, left to right, are Gerald C. Gross, chief, FCC International Section; General Counsel William J. Dempsey; Commissioner Norman S. Case; Senor Morentin; Commissioner Craven; Chief Engineer E. K. Jett and Chief Accountant William J. Norfleet.

Thom McAn Shoe Spots

THOM McAN SHOE Co., New York, is sponsoring a campaign of weekly quarter-hour news programs on WBBM, Chicago; WWJ, Detroit; WNAC, Boston; WEAN, Providence; and WABC, New York. Neff-Rogow, New York, handles the account.

MACQUARIE Broadcasting Network, Sydney, Australia, has issued its first group rate card for the 21-station chain, with copies available through its American representative, Dr. Ralph L. Power, Van Nuys Bldg., Los Angeles. The network's executive director, Frederick Daniell, now on leave of absence, returns to his radio duties in April. George Millar, secretary to the Macquarie directorate, is now in Hollywood.

HITTING
A NEW NOTE
In

Listener Build-Up

Since February 1st, twenty-three brand new local shows have made their bow over WHK-WCLE . . . ranging all the way from a "sweet-hot" of an instrumental trio to something really new and different in sports comment . . . with many an exciting innovation in between. Sustaining shows now, all 23 are available for economical spot sponsorship. And in the meantime these shows, custom-built for Cleveland, are hitting a new note in listener build-up—giving the rich audience of the Fifth Market still another reason for tuning in WHK-WCLE.

National Representatives: RADIO ADVERTISING CORPORATION
New York • Chicago • Cleveland • Detroit • San Francisco • Los Angeles

WHK & WCLE Cleveland
THE UNITED BROADCASTING COMPANY
Also Operating WHKC—Columbus, Ohio

WTAG
WORCESTER, MASS.
A 16 hour daily standby for 600,000 industrious New Englanders.
NBC BASIC RED NETWORK
YANKEE NETWORK
National Representatives
WEED and CO.

RADIO AT THE POINT OF SALE

Feature Foods Series On WLS Is Supported by An Extensive Merchandising Drive

By PAUL C. BRINES

DESIGNED to test radio's effectiveness at point of sale *Feature Foods* has concluded its fourth year of daily participating programs in Chicago. The participating series, now on WLS, features Martha Crane and Helen Joyce, well-known saleswomen of foods, and is slanted to include music for entertainment, service features, interviews to give women listeners conversational material. The commercials are frank and form a "wanted part" of the program, for they have been pre-tested at weekly women's club meetings in Chicago, according to WLS.

Unique are the merchandising services of *Feature Foods.* An analysis of Chicago grocery stores made by FF indicates that 2,400 chain store units do 45% of the business, that 9,000 class C and D stores do 21%, while 1,000 class A and B independent stores do 16% and 110 supermarts do 18%. Concentrating on the last two groups, the A and B stores and the supermarts, FF maintains a merchandising crew which makes direct contact with each of the 1,110 stores at least once every six weeks, putting up displays and arranging promotions.

Supermarts are defined by *Feature Foods*, as self-serving stores of large size maintaining all departments of food products, using mass displays of merchandise. Cooperating with these supermarts FF agrees to plug their products during the *Feature Foods* program in exchange for mass displays of sponsored goods, mention of them in store circulars and newspaper advertisements. This results in a running check on sponsored goods sold in the various stores as well as proof to the various proprietors of radio's effectiveness in selling their own goods.

Sugar Melts

For example, following a recent contract of this type, a supermart owner decided to promote a sugar sale during his announcement on the *Feature Foods* program. He had 10,000 pounds of sugar in stock and two hours after the announcement had been broadcast he frantically called the station and said that he had sold 9,500 pounds already, insisted no more announcements of the sale be made.

The *Feature Foods* merchandising crew makes daily reports of calls on stores on behalf of all items sponsored on the program. They investigate price structures, check competitors' sales, and, in time, become so friendly with store owners that they are able to give *Feature Foods* clients additional merchandising service and information. Moreover, the merchandising crew supplies stores with display material, helps owners arrange prominent mass displays of sponsored products in the stores.

HAROLD SAFFORD, program director of WLS, Chicago, greets Ruth Mix, daughter of Tom Mix, who guest-starred recently on the *Feature Foods* program. *Feature Foods,* with Martha Crane and Helen Joyce, is heard daily—11-11:30 a. m. Miss Mix told how she was taught to rope, ride and shoot, before she was through the first reader, by her famous father, and her mother, member of a prominent Oklahoma Cherokee family.

Equally important in the merchandising plan are the weekly visits made by Martha Crane and Helen Joyce to various Chicago Clubs, which include social clubs, churches and PTAs. Here the commercial announcements for future programs are tested. It is the experience of *Feature Foods* that radio commercials "master-minded" by copy men at some secluded desk are much less effective than those tested on the people for whom the show is designed. A questionnaire handed to 1,101 club women showed that 85% of them listen to *Feature Foods* on WLS at least three times a week.

The club meetings are informal, maintain a "Just Folks" atmosphere. Both Miss Crane and Miss Joyce are married, have families, run homes of their own and are qualified to discuss with housewives the problems of the home. At the meetings they begin by telling stories, talk radio gossip. P. A. systems are used to create the impression of a radio studio and the two women handle the meetings in dialogue, much as they do on the air. Later, taste tests of sponsors' goods are often made and the women asked for their help in discussing the merits or demerits of the products. On the basis of their reactions to the merchandise, commercial announcements are written.

Club meetings have proved to be fertile ground for premium testing. Premiums are displayed, discussed

SELLING ANYTHING IN DOG CREEK, (KENTUCKY)?

If Dog Creek (Ky.) is a big point in your sales-map, you'll probably want to cover it by radio from Louisville. In that case, it just downright wouldn't be wise to use WAVE. . . . We don't cover Dog Creek. . . . But if what you *need* for better Kentucky business is *Louisville*, you can cover this entire Trading Area with WAVE alone—and save a lot of dollars by *skipping* Dog Creek and such. . . . Our Data Book will probably give you more surprises per page than anything you've ever seen before. Why not *write* for it?

An N. B. C. Outlet
NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

STATION
WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & PETERS

KSTP
Northwest's Leading Radio Station
50,000 WATTS SOON
Basic Red Network
LOWEST COST PER LISTENER IN TWIN CITIES AREA
MINNEAPOLIS
SAINT PAUL

and voted on. Defects of a premium that might be ballyhooed on the air and disliked by housewives when received through the mails show up quickly. For the keynote of the club meetings is frankness, almost brutal frankness. The housewives have no stake in the meetings except one of finding out the best products obtainable at the best prices. They hiss as eagerly as they applaud. They cross-examine like prosecutors. They demand quality at a fair price.

Several meetings showed that a certain sponsored product had little appeal to Chicago housewives. As a result this manufacturer completely changed his tactics in the Chicago market. At other meetings it was discovered that a perishable food was unpopular because it was improperly wrapped. By following this lead the manufacturer's sales increased considerably.

A Test of Reaction

Although they poll the women on their choices of radio programs, Miss Crane and Miss Joyce do not ask the club members to show their reactions to merchandising by voting. Of much deeper significance are the "Ohs" and "Ahs" and happy gurgles when merchandise is being tested. And after nearly four years of club talks the two radio artists are adept at sizing up their listeners' reactions.

Interesting angle of the club meetings is this. In order to insure a crowd of 100 women and not more than 200 club members at each meeting, the clubs are required to post a deposit of $5 with *Feature Foods*. This fee is returned after the meeting. So popular are Miss Crane and Miss Joyce with Chicago clubwomen that *Feature Foods* has found it necessary to limit their speaking engagements to one each week and they are booked for club appearances through September, 1939.

Effectiveness of the *Feature Foods* program may be amply illustrated. The Rap-In-Wax Co., Minneapolis, became a participating sponsor on the WLS program. This waxed paper for household use sold at 10c and its principal competition sold for 5c—had sparse distribution. Advertising only on the *Feature Foods* program in the Chicago area, the firm offered a scrap book with gummed pages so that housewives could insert recipes. A slip of paper called "Many Uses" explaining the product, was inserted in each roll and was required as proof of purchase. Moreover, housewives were required to send in a dime. On the program three days a week, Rap-In-Wax received 32,000 dimes in 32 weeks.

Malt-O-Meal (Campbell Cereal Co.) offered a spatula on its *Feature Foods* participation for a boxtop and 4 cents. Response totaled 15,749 in 16 weeks with 3,400 premiums being sent in the closing week of the broadcast.

Another example of program results was the introduction of Spry to Chicago radio. The firm made a house-to-house canvass in Chicago giving housewives a pound can of Spry and recipe book. To further test the product one announcement was made on *Feature Foods* offering the recipe book. Despite the thousands of give-aways which had flooded the market, this single announcement pulled 4,417 requests.

Described as a woman's magazine of the air, *Feature Foods* offers different program subject matter each day. On Monday, Miss Crane and Miss Joyce discuss gardening. Tuesdays they give week-end travel tips. A mothers' roundtable is the Wednesday feature when Chicago mothers meet in forum to discuss their home problems. Thursdays' highlight is a rummage exchange, while on Friday interviews with local career women are aired. The Saturday program is given over to Foods Day and all sorts of recipes are broadcast and discussed. The half-hour morning program began on WLS in January, 1935, and has a large following among housewives in Chicago and 150 mile radius.

'We' to Sell Jell-O

GENERAL FOODS Corp., New York, on May 26 will change the product promoted on the *We, the People* program from Sanka coffee to Jell-O ice cream products, with a probable change back to Sanka in the fall. The program is heard on 51 CBS stations Tuesday, 9-9:30 p. m. Young & Rubicam, New York, handles the account.

Wings Over the Coast

BROWN & WILLIAMSON Tobacco Corp., Louisville (Wings), will sponsor a series of four weekly newscasts featuring John B. Hughes, Sunday, Tuesday, Wednesday and Friday, 8-8:15 p. m. (PST) over 7 CBS stations on the Pacific Coast, commencing about April 1. The broadcasts will originate at KSFO, San Francisco, and will be heard over KNX, KARM, KOIN, KVI, KIRO and KFPY. Account was placed through Russell M. Seeds Co., Chicago.

DR. L. D. LEGEAR MEDICINE Co., St. Louis, sponsored program from the Mississippi Valley Dog Show on WEW, St. Louis.

WDRC
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.

FU MANCHU
Is Now
AVAILABLE
for
Sponsorship!

BASIC STATION OF
COLUMBIA BROADCASTING SYSTEM
National Representatives
PAUL H. RAYMER COMPANY

Stamps of Approval

"Where is my nearest dealer?" . . .

"Send me a catalog" . . . Enclosed find $4.00 . ." Buying phrases like these occurred 318,517 times during 1938 in the *commercial* mail received by WIBW advertisers.

Kansas folks INSIST on buying WIBW-advertised products; yes, even go out of their way to do it. They *know* that if WIBW says a product is O.K., that's all there is to it. In fifteen years of friendly, neighbor-to-neighbor contacts, WIBW has never yet given them a 'bum steer'.

CASH IN on the implicit confidence WIBW listeners* have in this dominant regional station (5000 watts-580 kc).

WE'LL TELL YOU HOW!

**983,770 of 'em.*

WIBW "*The Voice of Kansas*"
COLUMBIA'S OUTLET *for* KANSAS

BEN LUDY, *Manager*
Represented by
CAPPER PUBLICATIONS, INC.
New York—Detroit—Chicago—Kansas City, Mo.—San Francisco

Studio Notes

NBC EMPLOYES, who the year round work behind the scenes unheard and unknown to the radio audience, will broadcast their annual program March 18, from noon to 12:30 p. m. (EST) on NBC-Red. Norman Cloutier and an NBC orchestra will assist the talent on the program, which was conceived, planned and cast by a "program board" composed of employes from various divisions of the company. Clay Morgan, director of public relations, will act as master of ceremonies. A highlight will be a travesty on radio programs, *Bo-Peep a la Radio*, written by John F. Becker, of the transcription division.

A NEW rate card for WMCA, New York, effective March 1, maintains the station's basic rate structure of $650 per evening hour but eliminates frequency discounts in favor of discounts ranging from 2½ to 15% on weekly billings of $250. Consecutive periods, upwards of 26 weeks, are subject to additional discounts from 5% to 10%.

KWLK, Longview, Wash., has opened a new studio in St. Helens, Ore.

MBS will broadcast President Lebrun's arrival at Victoria Station and a welcome speech by the Lord Mayor of London. An address by the president at a luncheon in his honor at the Guildhall will be heard on NBC-Red March 22, while later that day MBS will present a recorded rebroadcast of the talk. Edward Murrow, CBS representative in England, will broadcast a description of an official state reception held for the French ruler on March 23.

WHN, New York, on March 12 began a series of afternoon radio opera auditions which are broadcast from the stage of the New York Hipprodrome under the guidance of Alfredo Salmaggi, artistic director. Operatic aspirants who have not yet made their debut and those who have appeared on the operatic stage may participate in the broadcast auditions, but must be qualified with at least one full opera role for immediate placement in the cast of an opera which will be produced by Mr. Salmaggi.

EVENING attire is being donned after 6 p. m. by all artists, musicians and announcers at the KPO-KGO, San Francisco, studios and special uniforms are being worn by members of the mail, messenger and guest relations staffs during the Golden Gate fair.

MEMBERS of the sales, announcing and continuity staffs of CHAB, Moose Jaw, Sask., recently completed a course in public speaking and voice production conducted by F. S. Dickinson, of Vancouver.

SPONSORED by the Ski Hut and featured over KXL, Portland, Ore., every Thursday, Friday and Saturday night at 6:45, is *Timberline Sports*, furnishing skiers in Portland and vicinity with accurate weather and skiing conditions on Mount Hood together with yodeling records imported from Switzerland.

FOLLOWING an annual custom, a five-part religious drama, *The Living God*, will be inaugurated over NBC-Red network April 3 under auspices of the National Council of Catholic Men, Washington, D. C. Series will be sustaining and heard Monday through Friday, 6-6:15 p. m. during Holy Week. Cast will include Mary Carr, Walter Connolly and Pedro de Cordoba, film actors.

MRS. MURPHY'S boarding house, landmark of Finchville in the *Josh Higgins of Finchville* series on NBC-Blue, will be given honorary membership in the National Restaurant Assn. March 17 when its President Roy W. Cooley appears on the morning program as Josh's guest.

Found by WAZL

DR. G. W. TAGGART, of Hazleton, Pa., is a basketball fan. Recently while attending a game an emergency call came to his office. The office, unable to contact the high school to have him paged, called WAZL, which was broadcasting the game under sponsorship of Atlantic Refining Co., asking if the station could contact Dr. Taggart. Engineer Lou Murray cut into the line for three seconds and soon Dr. Taggart was on his way to the patient.

EXECUTIVE and news offices of KVOO, Tulsa, were moved March 1 into new quarters in the Philtower, occupying the floor directly under the two floors now housing studios and general offices of the station. A new studio also is being constructed and one floor is being remodeled to provide experimental laboratories for television and facsimile work by Watt Stinson, chief engineer.

PROMOTION department of WLS, Chicago, hit a snag the other day when Shing Leung Chau, editor of the local Chinese newspaper *San Min*, visited the *WLS America Forward* program and then wrote a long article about the patriotic broadcast. Mr. Chau kept his bargain and sent in the article heavily underscored, but WLS promoters couldn't read Chinese.

KFAC, Los Angeles, which has maintained a staff orchestra since 1931, dropped its six-piece group headed by Gino Severi, in early March, according to Calvin J. Smith, general manager. Musicians union quota for KFAC is six pieces. Without an orchestra the station is barred from remote pickups of union bands. No remote band broadcasts were being handled at the time the orchestra was dropped. Present policy calls for records and increased use of dramatic programs.

TRADITIONAL Easter sunrise services from the Hollywood Bowl on Sunday, April 9, will be heard exclusively on MBS from 8 to 9 a. m., after which Mutual will broadcast services from Mt. Rubidoux in Riverside, Cal., and from the capitol steps at Olympia, Wash.

TO TIE-IN with the twelfth season of the Metropolitan Opera Co. in Cleveland, March 27-April 1, Sherwin-Williams Paint Co. of that city will present six former winning vocalists of its *Metropolitan Auditions of the Air* programs on NBC-Blue in a special pre-opera concert on March 20 from the civic auditorium. The singers will give high-lights from the scheduled operas.

LISTINGS of real estate and businesses for sale are given in a weekly quarter-hour sponsored on WBAP, Fort Worth, by the Radio Property Exchange of Abilene, Tex.

CJIC, Sault Ste. Marie, Ont., and CJLS, Yarmouth, N. S., are now available through CBC as supplementary stations to their respective regional networks for acceptance of commercial programs, each available at $25 per hour.

KRKD, Los Angeles, has started publishing a monthly printed house organ, *KRKD News*, edited by the staff. The four-page 7x10 inch publication, is for employes of the station but is also mailed to sponsors and agencies.

KSTP, Minneapolis - St. Paul, has taken over the Gold Room in the Radisson Hotel, Minneapolis, completely redecorating the transforming room for radio purposes. The new studio has a seating capacity of 400.

The Romance of Oil...

SERVING THE WORLD'S GREATEST OIL AND GAS AREA
ARKANSAS
SHREVEPORT
TE
LOUISIANA

is the story of KWKH - KTBS

When the cry of "oil" aroused West Louisiana and East Texas a few years back, a new Shreveport was born. And along with it, such cities as Rodessa, Caddo, Sligo, Waskom, Elm Grove and scores of others. * * * These are oil towns; Shreveport is their capital. Together, they feed, clothe, house and entertain the 1,500,000 people who live in the world's greatest oil and gas producing area. * * * KWKH and KTBS are their stations. The only network stations within 175 miles of Shreveport, advertisers say they give exceptional results. That's no wonder. * * * The new Shreveport is a story of oil. KWKH-KTBS is part of it.

KWKH
10,000 WATTS CBS

REPRESENTED BY
THE BRANHAM CO.

KTBS
1,000 WATTS NBC

SHREVEPORT • LA •

Guestitorial

INDUSTRY OR HOBBY? LET'S DECIDE

By WALTER E. RODDA
WKZO, Kalamazoo

THAT is one of the questions the industry must decide for itself, in the year 1939. Whether to forge ahead as an industry or become more and more a hobby.

With the coming of the lean years of radio, when all the world was crying depression, the voice staff was the first to feel the heavy fall of economy's axe! Voice staffs over the nation were cut to a minimum. Now, that the prospects for the coming years appear brighter, is the time for serious consideration to be given to this weakness. This must be done if the sponsor spending his radio dollar is to receive the quality of advertising he buys.

Well educated and well trained men in the voice branch of the radio industry have, more and more, been turning to fields of endeavor which offer more security. In this manner, radio is losing many men who might be valuable assets in molding higher standards, for many managers have practiced the habit of replacing paid members of the staff, with those who would work for 'glory', or if you wish 'experience'.

The Advertiser's Side

This has not only lowered the quality of the voice staffs over the country but it has lowered the value of the advertising dollar spent by local advertisers and national advertisers on local stations.

This writer could cite several examples, one station in particular where the entire announcing staff was given the choice of a drastic salary cut or replacement by an entire staff of cubs. Some other stations have allowed their staffs to dwindle to one paid professional announcer for the more important commercials and several cubs for the remainder of the work.

Such a situation will not only flood the field with hundreds of half-trained men, who believe themselves trained for announcing; speed up labor turnovers in stations unfortunate enough to hire these men, who haven't the background necessary to carry out what may be demanded of them; but will hold in check what otherwise might be a general upswing in local advertising, with the return of better times.

Radio is still new and cannot afford to be dictatorial in what it offers the man spending his advertising dollar. He deserves the best the industry can offer for what he pays. So what shall it be in 1939, "Industry or Hobby?"

Levy Stock Gift

ACCORDING to a report of the Securities & Exchange Commission, Isaac D. Levy, CBS director, on Jan. 16 made a gift of 700 shares of Class A CBS stock, and on Jan. 30 Leon Levy, also a director, made a gift of 235 shares of Class B CBS stock. As of the end of January, the SEC report showed holdings for Isaac Levy of 62,500 shares Class A and 23,115 Class B, and for Leon Levy, 37,850 Class A and 44,177 Class B.

ADMITTED to listing on the San Francisco Stock Exchange recently were the Class A and B stock issues of Columbia Broadcasting System Inc. The listing comprises 964,296 shares of A and 948,674 shares of B stock, each of $2.50 par values.

WGRM, Grenada, Miss., owned by P. K. Ewing has applied to the FCC for authority to move its transmitter to a point near Greenwood, Miss., and its studio to the Leflore Hotel, Greenwood.

POKON PLANT FOOD Corp. began a test radio campaign March 3 in Detroit and Michigan, using a quarter-hour radio program, spot announcements and direct mail. Simons-Michelson Co., Detroit, handles the account.

(U.P.)

THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE IN
WORLD WIDE NEWS
COVERAGE

UNITED PRESS

FOR YOUR NEXT CAMPAIGN
SELECT
The Regional Station With
The Cleared Channel Coverage

KFYR
BISMARCK • North Dakota

The only single station that blankets the Red River Valley of Western Minnesota and Eastern North Dakota on the one hand and the Rich Black Hills of Western South Dakota and the irrigated lands of Eastern Montana on the other.

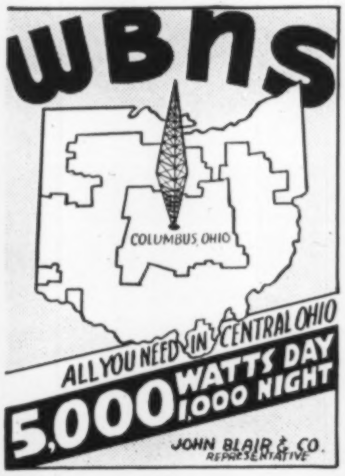
550 Kc.
NBC Affiliate

Let Us Sell Your Story

5000 Watts Day
1000 Watts Night

MEYER BROADCASTING COMPANY
BISMARCK • NORTH DAKOTA

National Representatives—GENE FURGASON & CO.



FCC Inquiry May End in April

(Continued from page 20)

for all maintenance and service on lines from San Francisco north.

In 1938 PBC paid Pacific Telephone & Telegraph Co. a total of $121,324.69 for lines, he said, including $68,832 for 717 miles of Schedule "A" lines, $29,224.80 for 467 miles of Schedule "C" service, $15,660 for station connection charges, $1,440 for local channels, and $6,167 for reversals and installation of special facilities.

Under the station contracts, with PBC footing all line costs except local loops, stations ordinarily give PBC seven night hours free time, or double-day on a non-cumulative basis, Mr. Haymond said. Breaking down program schedules for a typical week, he pointed out that 7.19% of the aggregate station time went for network commercial hours, 45.23% for network sustaining hours, 28.86% for local commercial hours, and 18.67% for local sustaining hours.

With a total net revenue of a little more than $125,000 in 1938, PBC had an operating cost, including line charges, of about $124,000, leaving a surplus of approximately $1,000 for the year's operation, he commented. Also included in this figure was $9,000 distributed equally among the three stockholders as dividends, he added.

Benefits of Network Operation Described

Stating that the Northwest network, operating solely on a regional basis, and without any national connection, "could not be supported", he justified the position of a regional network as benefiting both the individual stations and the public. In addition to providing programs of a quality impossible to reproduce locally, network affiliation has improved the quality of local programs by giving the stations something to shoot at, he commented, adding that "network affiliation has usurped no rights of the individual stations and has resulted in benefits for both the station and the listening public."

Asked on cross-examination by Mr. Funkhouser if it would not be "more economical" to simply mail transcriptions to stations, rather than broadcast transcribed programs on the network lines, Mr. Haymond commented that although this might be so, the fact remained that line charges still would continue, since lines necessarily are secured on a continuous 16-hour-a-day basis. A main selling point in selling stations in out-of-the-major-market areas is the saving in "platter costs" by broadcasting a single transcribed program over an established network line, he continued, and in many cases the cost factor of transcriptions may discourage advertisers from using these stations if they must be supplied with discs individually.

"It might be possible to save the advertiser part of the seven million dollars charged him for lines by using transcriptions, but it would impair network sustaining and educational service if lines were not available on a permanent basis," he declared, adding that only from ½ to ¾ hours of transcribed programs are carried on the network during a day.

Asserting that about 10% of the gross revenue of KIT and KMO goes for payments and fees to performing rights groups and similar organizations, he said KIT paid an ASCAP fee of about $4,000 in 1938, with another $3,800 for its musician's contract, while KMO paid about $5,000 and $4,400 respectively. Pending litigation on Washington legislation covering copyright matters has made performing rights groups proceed cautiously, he said.

Verbal Agreement Ties Virginia Group

Also appearing Feb. 28, for Virginia Broadcasting System, S. C. Ondarcho, manager of WBTM, Danville, Va., said under direct examination by Mr. Fisher that the network exists at present for broadcasting occasional special events only and that under its loose organization, with no written contracts and no permanent telephone line arrangements, its assets included only the $500 capitalization "and one remote control amplifier." One $100 share in the organization is held by each of the five participating stations—WRNL, Richmond; WCHV, Charlottesville; WGH, Newport News; WLVA, Lynchburg, and WBTM—he explained.

The stations are tied together only by a verbal agreement "to clear time if possible", Mr. Ondarcho declared, though it is purely a voluntary proposition and without obligation. Lines are purchased as needed, and Schedule "D" or "E" lines are used ordinarily. The organization keeps no books, he explained, since revenue, after line charges are paid, is distributed immediately among the participating stations.

Michigan Network's Coverage Is Described

As officers of the network he listed Earl Sower, of WRNL, president; Hugh M. Curtler, of WCHV, vice-president, and himself as secretary-treasurer. Directors, in addition to the three officers, included Phillip P. Allen, of WLVA, and E. E. Bishop, of WGH.

Appearing for Michigan Network March 1, Lynne C. Smeby, technical supervisor of WXYZ, WOOD-WASH and the network, presented technical data on coverage and duplication for the eight stations in the State hookup, under direct examination by Robert W. Mapes, counsel. His exhibit indicated that while the 2,018,000 population in the WXYZ ½-millivolt daytime area received unduplicated service, several of the other stations in the network had "rather high" duplication ratios, although the aggregate duplication for the network as a whole amounted to only 9% within the ½-millivolt daytime area, and 2.13% in the 2-millivolt daytime area, with no duplication at night.

George W. Trendle, president of King-Trendle Broadcasting Corp., owner of WXYZ, Detroit, and lessee of WOOD-WASH, Grand Rapids, under direct examination by Seth Richardson, termed Michigan Radio Network "really a fictitious name" and no business entity itself, operating under arrangements with other stations in the State to carry certain accounts developed by King-Trendle.

Listing the stations in the network, organized in 1930, he included, in addition to WXYZ and WOOD-WASH, WIBM, Jackson;

Elliott Roosevelt Presents Plan for Indefinite Licenses . . .

Following is the text of Elliott Roosevelt's prepared statement used as a basis of his testimony of March 7 before the Network Inquiry Committee, during which he urged certificates of convenience and necessity for radio stations carrying indefinite license periods in lieu of the present six-month licenses:

Radio as a business today has financial requirements differing but little from those of other industries. There are occasions when broadcasting stations and networks find it necessary to borrow money. If we were in the steel business, the cement business, the automobile business, or in almost any other business all that would be required of us in securing a loan would be that we demonstrate our ability to repay. In radio we can usually demonstrate our ability to repay if—and this if is a big if—our stations are relicensed during the period the loan is outstanding.

No bank could make a loan purely on the business of a broadcasting station. The bank is using its depositors money and with the uncertainty of the continued operation of a broadcast station, on the basis of a six-month's license, cannot justifiably make such loans.

The radio industry has apparently not as yet felt the stifling effect of lack of adequate financing largely because of the stability and dependability of the personalities associated with the industry.

Problem of Liquidation

In our own case, the Texas State Network could never have gotten under way without the help of Mr. Richardson and Mr. Roeser [TSN backers], who are men of vision, and who, in addition, had the cash to bet on that vision.

Another handicap to the securing of capital is the uncertainty of being able to liquidate if that should become necessary through undue restrictions on the sale of stations.

Now there has been a lot of loose talk about trafficking in licenses, and of broadcasters realizing huge profits from the sale of licenses. This talk is, I think, largely engendered by a lack of appreciation of the difference between trafficking in licenses and the legitimate sale of a station.

Trafficking in licenses would seem to me to take place in one of two ways: Where a person secures a construction permit to build a station with no intent to construct or operate it, and who seeks to sell this right to others at a profit; or where a man buys a station with no intention of operating it but for the sole purpose of disposing of it at a profit.

A legitimate sale of a station is where a person in good faith constructs and operates it, or purchases it and operates it and builds up a business and then sells it. He may for any of a number of reasons wish to dispose of it. Suppose he has built up a business which brings him in a substantial yearly profit, should he be required to suffer a loss in disposing of the station because in the minds of some he is trafficking in a license? Suppose he gets old, or is in ill health, or suppose some unexpected immediate need for cash presents itself, is he to be told that he cannot realize on the time, energy and money he has put into his business? If he were told that, it wouldn't be long before no one would care to invest time, money or energy in the radio business.

Commission's Functions

The criticism is sometimes made that radio stations project their potential earnings as a basis for the sale of the station beyond their six-month's license period. Well, isn't it true that stations are required to make capital outlays which couldn't possibly be earned back in six months and must necessarily be projected beyond a six-month's period?

After all, isn't this Commission's primary interest that of insuring to the people of the United States the best radio service of which this country is capable of producing? If the buyer of a station can continue to render a high grade radio service or can improve upon that service, what does it matter to you whether the station sells for a dime or a million dollars? You can continue to regulate the buyer just as you did the seller.

I don't know of a single industry of comparable size which is required to apply each six months for the right to continue in business. The railroads and the airlines are given certificates of convenience and necessity which allow the assurance of continuation. Has this lessened in any degree the regulatory authority exercised by government over them?

Why cannot radio stations be given a more secure assurance of continued life so long as they operate in accordance with law and your regulations? Why cannot you recommend to Congress that legislation be enacted giving radio stations certificates to operate which are revocable upon a showing that they have failed to operate according to law and regulations and have failed to operate in (a more clearly defined) public interest, convenience and necessity?

If the regulatory right of the United States Government is not diminished, what logical reason can be advanced for holding the radio industry under such a short lease of life?

If you will look back to 1927 when the Radio Act of 1927 was passed and scan the intervening years to 1939 and ask yourselves how many radio stations have been denied renewals of license, you can almost count them on your fingers.

I am confident that legislation can be enacted giving radio stations certificates which will not take away from the Commission any of the authority it now exercises, and which will enable the radio industry to face the future with greater confidence and stability.

WFDF, Flint; WELL, Battle Creek; WKZO, Kalamazoo; WBCM, Bay City, and WJIM, Lansing. Stockholders and officers in the corporation include Mr. Trendle, president, 40% of the stock; John H. King, vice-president, 40%; H. O. Pierce, secretary, 10%, and H. Allen Campbell, treasurer, 10%.

Reviewing a series of financial statements for King-Trendle Corp. and Michigan Network, he pointed out that in 1934 the corporation operated at a net loss of $37,782.30, after depreciation and amortization; in 1935, at a net loss of $40,314.47; in 1936, for the 53 weeks ended Jan. 2, 1937, a profit of $139,625.78, and in 1937, a total profit of $203,929.18, including profits of $159,770.16 and $44,159.02 for WXYZ and WOOD-WASH, respectively. For the network, profits amounted to $36,819.33 in 1937, and $6,325.71 in 1938, he said.

Broken down, King-Trendle revenue of $1,306,110.34 in 1937, as shown in Mr. Trendle's exhibit, includes $538,351.17 chain revenue, with $521,081.33 for WXYZ and $17,269.84 for WOOD-WASH; $166,838.43 for local programs, with $101,245.84 from WXYZ and $65,592.59 from WOOD-WASH; $304,493.65 for announcements, with $222,790.26 from WXYZ and $81,703.39 from WOOD-WASH; $70,878.39 for remote lines, with all but $464.54 from WXYZ; $198,567.33 for talent, with $194,393.68 from WXYZ and $4,173.65 from WOOD-WASH; and miscellaneous revenue totaling $26,981.37. Total revenue for WXYZ in 1937 was shown as $1,136,727.93; for WOOD-WASH, $169,382.41, with individual net profits of $159,770.16 and $44,159.02, respectively.

Program Activities Draw Attention

Michigan Radio Network was started to give Detroit additional coverage in the State, said Mr. Trendle, and attention was concentrated on building up good programs, then selling commercial time where possible. With member stations affiliated with NBC, the nationwide network programs are handled through the MRN office, he said. In return for free hours from the stations, MRN furnishes lines and sustaining programs to affiliates at no cost, he added, and when free time is exceeded, affiliates get "a certain rate" for the excess.

Much attention was directed at King-Trendle's program activities during Mr. Trendle's appearance, particularly in regard to its *Lone Ranger* and *Green Hornet* series. In working out program schedules for the network, Mr. Trendle commented, WXYZ chooses between NBC, CBC and local programs, while MRN stations themselves also make their individual choices of programs, using only "what they want". An analysis of a typical-week program schedule indicated that MRN stations in the aggregate used an average of about 8% NBC commercial hours, about 40% NBC sustaining hours, about 2.5% MRN commercial hours, and 10 or 11% MRN sustaining hours, in addition to individual local programs.

"We spent a fortune developing program talent," Mr. Trendle commented in discussing the formation of WXYZ's program policies. After WXYZ's departure from CBS, realizing that a single station would be unable to compete in quality with network musical and comedy programs, WXYZ concentrated on and developed "a very remarkable" dramatic program production, he said, citing as examples the *Lone Ranger* and *Green Hornet* series. Observing that the only outstate originations are in the Grand Rapids stations, he said "the local stations gave up the ghost and left program originations up to us."

Under cross-examination of Mr. Funkhouser, he continued his discussion of WXYZ's development of programs. Stemming from previous experience in the theatre, a program staff, now numbering "40 or 50 fulltime and parttime workers", gradually took shape under the guidance of himself and Howard O. Pierce, Mr. Trendle commented. After leaving CBS, about $300,000 was spent in developing programs and talent that would put WXYZ "on its own feet" from a listener-interest point of view, he said. Most of the talent is drawn from Detroit, he observed, and although the opportunity for amateurs is "probably better than almost anywhere else", there is "surprisingly little" response from them.

'Lone Ranger' Carried By 127 Stations

The *Lone Ranger* series, recorded off network lines by NBC in Chicago, is carried, either direct or by transcription, on 127 stations in the United States, Canada and Australia, Mr. Trendle declared, adding that there has been "some talk" of broadcasting the series on several European stations. Of the present 127 stations carrying the program, 65 get it direct on network lines and 62 by transcription. With NBC making the transcriptions, at a definite charge to WXYZ, or King-Trendle, the Detroit organization reserves certain territories for itself in marketing the transcriptions and allows NBC to market them in other secondary trade territories, getting a 50% commission on all NBC sales, he explained. MBS, with many of its stations carrying the series, provides free lines for both the *Lone Ranger* and *Green Hornet*, he added.

Although he said he could not

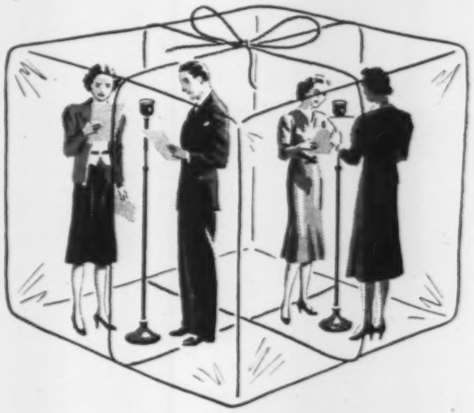
The **Z NET**

The only possible way to cover Montana's largest and richest trading area.

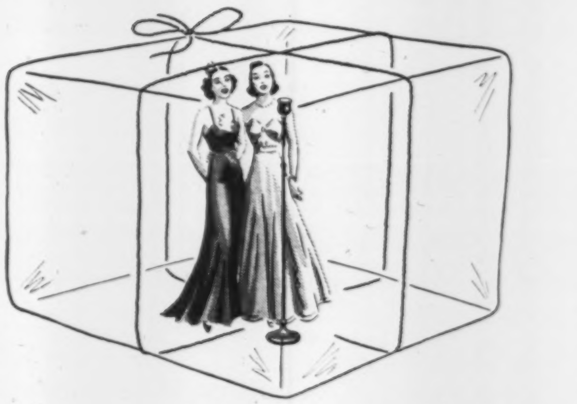
KGIR *Butte* NBC Affiliates **KPFA** *Helena*

COAST TO COAST

BY



SPECIAL DELIVERY



Radio programs consist of one of the most fragile things in the world—sound.

Yet thousands of these fragile "packages" are delivered each year to millions of listeners over nation-wide network facilities especially provided for this purpose by the Bell System.

The work of Bell Telephone engineers and scientists, constantly improving and extending these facilities, contributes in no small degree to the achievements of radio broadcasting in this country.

definitely describe the financial conditions of the individual MRN stations, Mr. Trendle said they were "very healthy, and I presume making money; and all are very happy to be in the network". With the affiliates wanting to carry NBC commercials, he explained further, a supplementary agreement was made, bringing NBC, King-Trendle, and the individual stations "all in one basket" as for NBC programs, both commercial and sustaining, superseding the original King-Trendle-NBC contract.

Campbell Tells How Series Is Handled

Concluding his testimony, in response to questioning on payments made to performing rights and similar organizations, he estimated that about 15% of net income went for such fees.

H. Allen Campbell, treasurer and general manager of King-Trendle, was called to the stand at the request of Mr. Funkhouser for questioning on the corporation's relations with NBC, particularly in the recording-marketing arrangements for the *Lone Ranger* series.

Mr. Campbell explained that NBC takes the *Lone Ranger*—"strictly a transcription service which we will sell wherever it is wanted"—off the line at Chicago during the 10:30 p. m. West Coast broadcast. WXYZ, he continued, reserves the major markets for itself, leaving the smaller ones to NBC, and neither invading the other's territory. NBC charges WXYZ $110 per master and $3.75 per pressing, he explained. The "talent charge", coming to WXYZ for each program, amounts to 50% of the highest half-hour of each station, and in addition, with NBC getting about $20 per program per station (less agency commission) in its territory. WXYZ also gets 50% of NBC's gross from the sales. As for MBS, it "may get something through their arrangements with their affiliates, but that I do not know". The transcriptions are broadcast four weeks after the live programs are heard, he said, and there are from two to three live broadcasts daily, according to season.

Arrowhead and Empire Described Briefly

Prior to appearances for Empire State Network and California Radio System March 2, Arthur Scharfeld, counsel for Arrowhead Network, made a short statement for the record, explaining that the three-station Minnesota hookup—embracing WEBC, Duluth, WMFG, Hibbing, and WHLB, Virginia—did not constitute a network within the definition of Order 37, and requesting that in lieu of personal appearance and testimony, information on the operation of the stations, filed with the FCC, be incorporated in the record.

Harold E. Smith, president of Empire State Network, under direct examination by George O. Sutton, counsel, declared the network still was "in existence, but in a state of suspended animation", adding that "if conditions warrant, we probably will resume operation", although present intentions, either to operate or dissolve, are indefinite.

He explained it had operated only 45 days—from Sept. 23 to Nov. 6, 1938—and was organized primarily as a political campaign hookup. Stockholders, in addition to himself with 50 shares, included Gordon Brown, 25 shares, and Scott Howe Bowen, 25 shares. The stations are tied together by an informal letter of agreement, he stated, with stations selling time to the network for 30% of the card rate and giving the network two hours free time per week.

Hamilton Appears For California Group

Appearing for California Broadcasting System, Guy C. Hamilton, president of McClatchy Broadcasting System and general manager of operations, traced development of McClatchy radio holdings in California, under examination by Frank D. Scott, counsel.

California Radio System was formed in November 1936 under a "partnership agreement" between McClatchy Broadcasting Co. and Hearst Radio Inc., he said, establishing KFBK, Sacramento, KMJ, Fresno (McClatchy stations), KYA, San Francisco, and KEHE, Los Angeles (Hearst stations), as "basic stations", and KWG, Stockton, and KERN, Bakersfield, as "optional stations". With CRS operating at a loss, the Hearst interests asked to be relieved of their contract obligation, he continued, and in November, 1937, McClatchy took over the network.

All stock of McClatchy Broadcasting Co. is held by McClatchy Newspapers, of which Eleanor G. McClatchy is president and he is vice-president and secretary-treasurer, Mr. Hamilton declared. Net value of the McClatchy properties is carried on the books at $4,500,000, although "actual value" for sale purposes "would probably be around eight or nine million".

Discussing the contract with Pacific Telephone & Telegraph Co. for lines, he explained that by using "C" lines, billed according to 1938 contract at $2,662.20 per month, and using McClatchy engineers rather than those of the telephone company to do the servicing, the network lines really afford "A" service but represent a 50% saving over the purchase of actual Schedule "A" facilities.

Analyzing profit and loss figures, Mr. Hamilton said that from December, 1936, through January, 1939, California Radio System had operated with an aggregate loss of $53,849.29. For December, the single operating month of 1936, the network lost $4,615.73, his figures indicated, with a 12-month total loss of $56,788.70 for 1937, and an $8,623.67 profit in 1938. During the 26 months total revenue amounted to $202,561.64, and expense $256,410.93, he pointed out.

Cross-examined by Mr. Funkhouser, Mr. Hamilton said each of the McClatchy stations have individual contracts with NBC, and the NBC contracts have nothing to do with the chain operation of CRS.

Responding to Mr. Funkhouser's questions on the feasibility of substituting transcriptions for network operation, he said that although he would be "glad to mail transcriptions to the stations", he considered it a "valuable convenience" to have lines permanently available "for both sustaining and commercial programs". The present special events pickups could hardly be transcribed with satisfactory service results, he pointed out, and although certain other sustaining programs could be transcribed, "there aren't so many of this type". He added that although their cost amounted to more than the difference between profit and loss for the network, they "couldn't get along without" the Los Angeles and San Francisco wires.

Texas Quality Network Described by Mr. Campbell

Profits from radio operations have been ploughed back into further developments of the science by the McClatchy interests, he commented, pointing out that after having spent about $40,000 on facsimile, they are planning to spend about $75,000 additional this year.

E. C. Page followed Mr. Hamilton to the stand, supplying engineering data on CRS operation. Of 4,766,400 persons served by the eight-station hookup in the ½-millivolt areas, he said 92% received unduplicated daytime service; of 4,254,000 in the 2 millivolt areas, 97% received unduplicated daytime service, and of 4,284,000 in the nighttime interference-free areas, 93% received one service only.

In a brief appearance, Martin B. Campbell, manager of WFAA, Dallas, and a director of Texas Quality Network, described the operation of TQN as a cooperative regional network embracing WFAA-WBAP, Dallas-Fort Worth; WOAI, San Antonio, and KPRC, Houston. Under direct examination by Philip G. Loucks, TQN counsel, Mr. Campbell said all four stations were affiliated with NBC and that no one was the "key station", each acting as a selling agent for the others. With the exception of a sustaining program originating regularly on the Texas A & M station, almost all other TQN traffic is in commercial programs, he said.

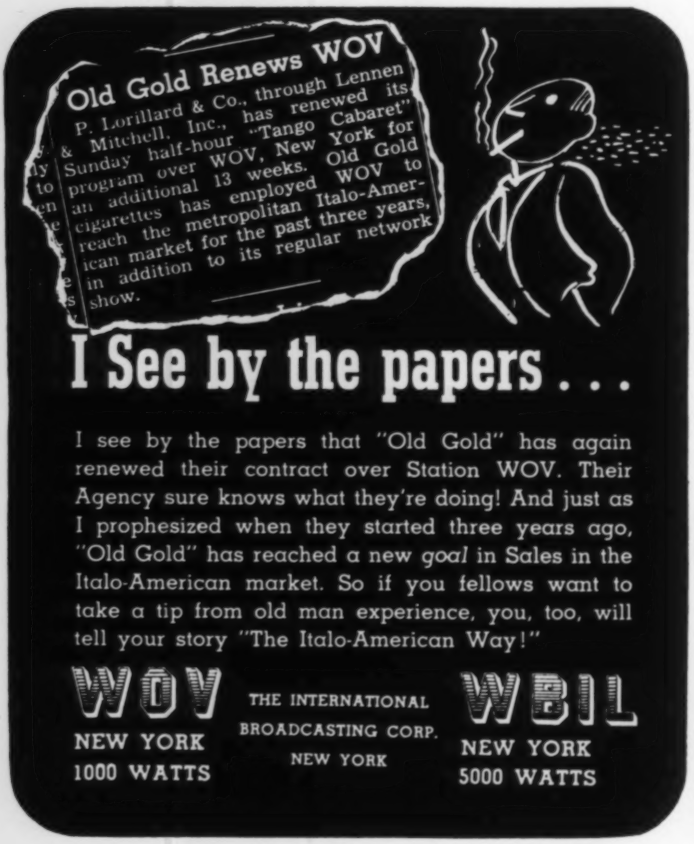
TQN offers time for sale at the stations' card rates, he continued, with the originating station hand-

WFBL
SYRACUSE
Another Advertiser Reports 25% Increase

Here's what H. W. Bush, of the Bush Grocery Company, says about his WFBL advertising: "We attribute the increase of at least 25% in the distribution of our Rosebud Brand to our radio program."

You, too, can capture the rich Syracuse and Central New York market by advertising over WFBL. Write or wire for rates and time available.

WFBL
Syracuse, N. Y.
or Free & Peters, Inc.
National Representatives



Old Gold Renews WOV

P. Lorillard & Co., through Lennen & Mitchell, Inc., has renewed its Sunday half-hour "Tango Cabaret" program over WOV, New York for an additional 13 weeks. Old Gold cigarettes has employed WOV to reach the metropolitan Italo-American market for the past three years, in addition to its regular network show.

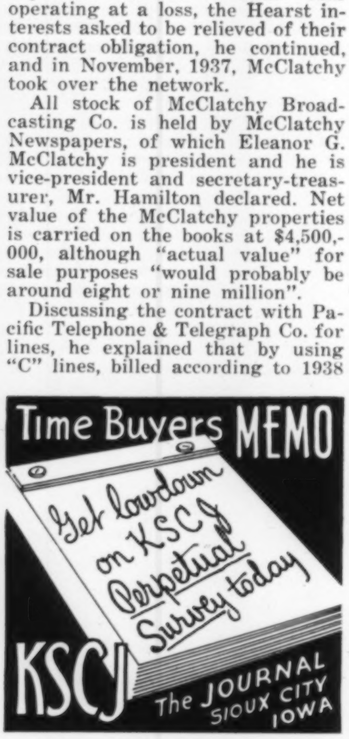
I See by the papers . . .

I see by the papers that "Old Gold" has again renewed their contract over Station WOV. Their Agency sure knows what they're doing! And just as I prophesized when they started three years ago, "Old Gold" has reached a new *goal* in Sales in the Italo-American market. So if you fellows want to take a tip from old man experience, you, too, will tell your story "The Italo-American Way!"

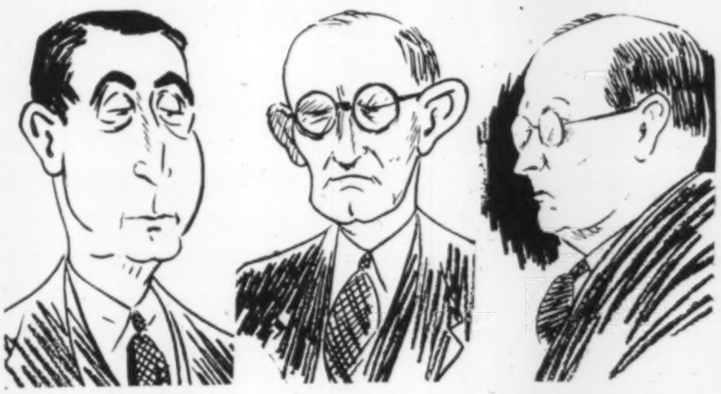
WOV
NEW YORK
1000 WATTS

THE INTERNATIONAL BROADCASTING CORP.
NEW YORK

WBIL
NEW YORK
5000 WATTS



Time Buyers MEMO
Get lowdown on KSCJ Perpetual Survey today
KSCJ
The JOURNAL SIOUX CITY IOWA



WORTHWHILE doodling was indulged in by Benton Ferguson, promotion manager of Texas State Network, while his boss, Elliott Roosevelt, testified March 7 and 8 before the FCC Network Inquiry. On ordinary scratch-pad paper he produced these homespun caricatures of the "bench". Left to right they are Judge Sykes, Chairman McNinch, and Commissioner Walker in their most attentive moods and manner.

ling the billings for each program. For convenience, WFAA contracts with Southwestern Bell Telephone Co. for the lines, taken on a 5-day notice to terminate basis, and after lines are paid for, the remainder or deficit from revenue is divided among all the stations. TQN wires are operated separately from those of NBC, he said.

Referring to the NBC engineering presentation of Worthington C. Lent, NBC allocations engineer [BROADCASTING, Dec. 15, 1938], Mr. Campbell said he would "rely upon" the NBC data on TQN stations' coverage and duplication.

Weisman Tells of Inter-City Hookup

Also making a brief appearance March 2, William Weisman, vice-president and attorney of Knickerbocker Broadcasting Co., licensee of WMCA, New York, told of the operation of Inter-City Broadcasting System, under examination by John M. Littlepage, counsel.

Bound by contract with Inter-City, the individual stations pay their line charges, with two exceptions, he said, and WMCA, as headquarters, acts as selling agent for any or all affiliates. In the case of WPRO, Providence, and WOL, Washington, affiliated with CBS and MBS, respectively, WMCA pays the line costs.

In these two cases, Inter-City's time needs are subject to the demands of the national networks with which the stations are connected, he pointed out, but the other stations— WMCA, WIP, Philadelphia; WDEL, Wilmington, Del.; WCBM, Baltimore; WMEX, Boston; WGAL, Lancaster, Pa.; WORK, York, Pa., and WLAW, Lawrence, Mass.—must clear unsold time when needed by Inter-City.

WMCA does the great bulk of the selling, he stated, although the opportunity to sell and collect commissions is open to all member stations. WMCA sells the account, collects the money and handles transmission details, deducting a commission amounting to "about 10% to 15% net", he explained, adding that any station selling a program would get this commission.

Testifying for Texas State Network, Elliott Roosevelt, president and chairman of the board of that regional chain and owner of KFJZ, Fort Worth, appeared March 7 and 8. Under direct examination by his counsel, William A. Porter, and cross-examination by Chairman McNinch and Mr. Funkhouser, Mr. Roosevelt outlined the operations of the 23-station network and discussed at length Government regulation, licenses and program policies.

Elliott Roosevelt Urges Certificates of Convenience

When it began operating Sept. 15, 1938, TSN set out to cover Texas "like the three high-power NBC stations and the fairly high-powered CBS stations," Mr. Roosevelt began, going into a discussion of the organization of the network, along with profit and loss figures from its first 4½ months of operation [see story on page 65].

Advocating a "certificate of convenience and necessity" of indefinite duration, depending solely upon proper operation, to replace the present six-month license arrangement, Mr. Roosevelt pointed to the difficulties encountered by small independent stations in securing financial backing. With the "most desirable" stations affiliated with national networks and with the insecure tenure of a six-month license, persons supplying funds for a small station are necessarily "taking a gamble", he declared, and they are prompted to put up the money more "in the spirit of public service" than in making a good investment from a business standpoint. Observing that radio is the only industry unable to secure financing from banks, he commented that "no bank could justifiably loan its depositors' money to a radio station" simply because of the indefinite life of the station as mirrored in its six-month license.

Trafficking in licenses, with the licensee having no intention of actually building or operating the station, or buying a station merely to sell it at a profit to someone else, must be differentiated from buying a station with intent actually to operate it, he commented during a discussion of the FCC's consideration of selling prices.

"I don't think it makes any difference if a station sells for a dime or a million dollars," he declared, "so long as the buyer as well as the seller is regulated and the station continues to operate in the public interest."

Suggests Changes in Communications Law

Mr. Roosevelt recommended statute changes that would grant operating certificates, revokable only upon a showing of operation not in the public interest, that would clarify "public interest, convenience and necessity", and that would limit the liability of stations for what may be said over their facilities. "In general, the United States radio industry needs the help of the Federal Government to put its house in order and establish it on a stable basis."

Asked by Chairman McNinch if a three-year license might solve the difficulty, Mr. Roosevelt declared: "Three years or six months makes little difference. I feel we should be given a certificate of operation that will hold so long as we live up to the requirements. We in the smaller stations would like to participate in the development of the industry, but we can't do it today." As is now the case with the aviation industry, the Government's permission to use public property —the air—would depend entirely on satisfactory operation, he said.

Declaring that "if the broadcast-

"Hello, Bill Larcomb" (Brown & Tarcher)

Did You say MARKET ?

Then it'll pay you to check on PEORIAREA. 605,646 people within 65 miles of Peoria—almost as large a population as the entire State of Montana! People who can BUY, too! Just ask the media men who cover this area with WMBD — with just ONE station.

Free & Peters, Inc.
Nat. Reps.

THE HEART OF ILLINOIS WMBD

WMBD PEORIA

MEMBER CBS NETWORK

THE VOICE OF MISSISSIPPI

WJDX

1000 N.
5000 D.

JACKSON

N.B.C.

MORE PURCHASING POWER IN MISSISSIPPI

The State Tax Commission reveals that the people of Mississippi will have $3,635,531.72 to spend this year because of Homestead Tax Exemptions.
The office of the Secretary of State reports that "business continues to get better in Mississippi" with 66 new corporations making more jobs available under a combined capitalization of $28,194,350.
Predictions of a treasury surplus compared with deficits of from half a million to 10 million in six nearby states give Mississippi tax payers good reason for optimism.
Invest your advertising dollars with WJDX. Mississippi's Dominant Radio Station gives you an optimistic, growing market with more purchasing power.

Owned and Operated By
LAMAR
LIFE INSURANCE
COMPANY
JACKSON MISSISSIPPI

"PAUSE for Station Announcement"

"Ladies and gentlemen of the *Broadcasting* audience, we pause briefly in this semi-monthly survey of the radio world to give you a brief description of WBIG's audience in 200,000 radio homes in thirty-six counties of North Carolina and Virginia.

Alert executives keep abreast of the times by reading their trade journals and the leading business periodicals like *Nation's Business, Forbes, Sales Management, Drug Topics* and a dozen others. They must keep up with the trend of business.

In nearly every issue of the leading trade journals you will find GREENSBORO, with its fifty-mile trading area that tops even those of Richmond and Atlanta in population, value of manufactured products, annual wages paid, automobile registrations and agricultural products, *listed in "white"*, for business is far better in this section of the country now than the nation's average.

The Greensboro area and North Carolina is topping them all in increase in value of agricultural products and manufactured products, and WBIG—the favorite station in this favored region—covers the rich Greensboro trade area thoroughly. This metropolitan district of North Carolina has more radio sets, more automobile registrations, and is the richest and most populous section of the South!

Write for COLD FACTS about

WBIG

We return you now to the editorial pages of *Broadcasting* for the latest news of radio for radio people.

Edney Ridge, speaking . . ."

WBIG
Where Business Is Good
Write EDNEY RIDGE
DIRECTOR for "FACTS and DATA"
IN GREENSBORO, N.C.
George P. Hollingbery, Co. *Nat'l Reps.*

CHNS
HALIFAX
NOVA SCOTIA
The Busiest
Commercial
Radio Station
of the Maritimes

JOS. WEED & CO.
350 Madison Avenue
New York City
Representatives

er is worthy to operate he should have a vested right", he took the position, upon being asked by Mr. McNinch whether operators should not pay for that right, that "the industry would like to be self-supporting and I think would be willing to pay the cost of its own regulation." As for royalties to the people of the country for use of the public domain, he maintained that they get royalties in the form of service and taxes.

Commenting on some of the recent additional burdens which have particular effect on smaller stations, he said KFJZ has spent about $8,000 and employs two additional persons simply to supply data for FCC questionnaires. Observing that this is due to no shortcoming of the Commission itself, but to the entire Government, he declared, "An inquiry into the broadcasting industry would be a valuable service, and the industry would welcome a day in court to lay its cards on the table."

When Mr. McNinch cited as "an extreme example" the sale of "a $50,000 station in Podunk for a million dollars" and asked for Mr. Roosevelt's ideas, the TSN president said, "The Commission should confine itself to the type of operation proposed. That's his business if the buyer pays that much, so long as he maintains good public service. The Commission should consider the proposed operation, with proposed rates, expenses and profits, and consider selling price only as it might affect operation."

Advertiser and Public the Best Barometers

Observing that the public and the advertiser are the best barometers of advertising rates, he commented that although stations ordinarily charged what the traffic will bear, their business still is conducted with "altruistic motives". He cited, as a case where the advertiser would not rebel, the raising of rates following an extension of facilities and service as against an arbitrary raise "because the operator suddenly decided he should have a much larger salary."

TSN maintains a sales force in Texas for Texas business, as well as sales offices in Chicago and New York for national accounts, he said. "I am traveling myself most of the time, selling the network to advertisers," he added.

"We cater to the advertiser with full distribution who wants Texas as a package," he commented, and in the case of spotted distribution, TSN "advises" the use of individual stations rather than the whole network.

If radio is to be "a potent force" in advancing Americanism, it must operate democratically, said Mr. Roosevelt. "Radio has advanced so rapidly that the law should be given an opportunity to catch up," he said. "Once censorship enters radio in this country, we might as well fold up our tents, because we'll be in the same situation as radio in the totalitarian states." Observing that "the present law is antiquated and deserves to have a little streamlining", he said definite program labeling regulations would obviate the necessity for censorship.

Censorship of Fear Is Said to Exist

Answering further questions by Mr. McNinch on the censorship situation, Mr. Roosevelt said "I believe there is a censorship of fear in the industry today, although the Commission may not realize it". This is largely because operators do not know exactly what they may or may not do. There should be some provision in the law limiting the station's liability "for what someone may say on the air," he said, while operators should be held responsible for proper labeling of all broadcast material, and liability lodged in the person actually originating or making the libelous statement.

It Has Everything

GOVERNOR W. Lee O'Daniel of Texas, elected after a whirlwind radio campaign last fall, has a regular Sunday morning half-hour on TSN stations in which he makes a weekly "report to the people", Elliott Roosevelt, TSN president, told the FCC Network Inquiry Committee March 8. Describing the program, and responding to chuckles of auditors, he said the program is carried every week, "complete with prayer, hillbilly band and lamentations".

Most Complainants Have Ax to Grind

"Profane, defamatory, and unclean" statements should be the only matter of concern for the FCC, he continued, and the rest should be left to the individual operator's discretion, so long as he properly labels his broadcasts.

"The great majority of program complaints are made by people with a personal ax to grind," Mr. Roosevelt declared. With anyone free to make a complaint, "the station immediately is put in the position of defending itself." He said "great assurance" has been felt throughout the industry by the FCC's revived practice of renewing a license and then proceeding with the investigation of program complaints rather than issuing temporary renewals pending outcome of investigations.

Responding to Mr. Roosevelt's suggested changes in law, Mr. McNinch invited him to "set them down as amendments" to be offered at the time the proposed amendments to the Communications Act of 1934 are considered in Congress.

Mr. McNinch frequently referred to a copy of the 1934 Act, quoting occasionally verbatim, as he queried Mr. Roosevelt. When the chairman

DINE AND DANCE
PALACE
TONIGHT
EAT
DANCE
NIGHT CLUB

LET'S MAKE 'EM ALL TONIGHT, SUSIE!

Fargo is the biggest little city you ever saw—good evidence that our hayseeds have a heap of wealth even after paying for all their necessities! And Fargo gets most of the money that's spent in our rich Red River Valley — a radius of 200 productive miles!

WDAY in Fargo gives exclusive coverage of this entire Valley. Our newly-revised data book tells you everything about our prosperous rural-and-urban market. May we send it to you?

WDAY, INC.
N. B. C.
Affiliated with the Fargo Forum

FREE and PETERS, INC.
NATIONAL REPRESENTATIVES

FARGO
N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

WBAL
means business
in Baltimore

had read the section of the law prohibiting the vesting of any "ownership" in frequencies, Mr. Roosevelt declared "the present setup is just a subterfuge" of an actual defeasible ownership of frequencies.

Mr. McNinch, remarking that Texas has some "right profitable" stations, read off a list of stations in the state whose 1937 profits were reported as near or above $100,000. Included in the list were KRLD, WFAA - WBAP, WOAI, KPRC. "They're certainly doing all right," Mr. Roosevelt commented, "and I want to make some money, too." However, he pointed out that none of the stations listed by the Chairman as having six-figure profits were TSN affiliates.

The requirement that transcribed programs be announced as such was described by Mr. Roosevelt as working to the advantage of networks while penalizing non-network stations. He said the announcement reminded listeners of the old "phonograph record" days, although the present day transcribed program is of just as high quality and costs as much as a network program.

Seeks Clarification of Political Problems

He termed the action of CBS in recently taking an option to buy World Broadcasting System as "a clear move by CBS to catch up with NBC", and expressed the belief that the control of the transcription business thus vested in the two networks would operate against the best interests of stations not affiliated with them.

Commenting on the problem facing stations in supplying time demands of certain groups, he asked for a clearer definition between political parties as such and groups "preaching the overthrow of the present Government." "There is no question of the importance of freedom of speech in this country," he declared, "but there also is such a thing as treason."

TSN acts as a central program department for its 23 stations, he said. Pooling all the talent available on the individual stations, TSN also has 157 employes at headquarters in Fort Worth. "We've unearthed and are employing more talent than ever before was used in Texas," he commented, adding that if the TSN program plan is successful, this type of operation will offer smaller stations a new way to compete with the big networks and the advertiser a new advertising advantage.

Exclusive network contracts "are contrary to the purposes for which the stations are licensed," he commented, and "network stations are selling their birthright and their reason for being in existence" when they sign on an exclusive basis. The individual outlets "have far too little to say" about the operation of the national networks, he declared, considering their obligation of public service.

Cross-examined by Mr. Funkhouser, Mr. Roosevelt declared that "radio is a public utility" in the eyes of the layman, despite the judicial definition that it is interstate commerce.

Classifying Don Lee and Yankee-Colonial as "definitely hookups rather than networks", he pointed out that TSN, under its contracts, is obligated to furnish 17 hours of live programs per day, and not merely a telephone line connection to carry certain desired programs.

Asked about radio's "jitters", Mr. Roosevelt commented, "All business is in the habit of getting jittery whenever the Government gets near it. Like any other industry, when the Government starts investigating, we get the feeling we are being regarded as criminals who have to prove ourselves innocent rather than being innocent until proved guilty."

Says Federal Station Would Be Costly Plaything

Asserting that he regarded the regional network as being more in the public interest, as it applies to its particular region, than a nationwide network, he added that nevertheless there also is a definite need for some national service. Although a 500 kw. station is popularly regarded as an "economic monstrosity" in the industry, he said, superpower transmitters would be valuable in times of national emergency.

He suggested that in assigning clear channels for 50 kw. operation, stations be required to install supplementary 500 kw. equipment for emergency use. Responding to a query by Commissioner Walker on the advisability of a government-owned superpower station, he said it would be an "expensive plaything" since it was to be used only in emergency. There would be no need for the Government to spend the money, he said.

Referred to the transcription and artists services of the national networks, Mr. Roosevelt said he thought they would "do better" to concern themselves entirely with actual broadcasting, leaving these services to independent organizations.

He said he was "heartily in favor" of a Government clearing house on technical matters, but opposed a "bureau" which would survey programs.

Urges Action Against Mexican Border Stations

Programs from Mexican border stations, some of whose operators have been "chased out of the United States", are "definitely of the worst possible nature", he commented, adding that "they are keeping down the level of what the people want". The State Department has been "slightly too polite" in protesting to Mexico, he stated. He suggested "it might be a good idea" for the FTC to take some action against advertisers using these stations.

George C. Davis, of the consulting engineer firm, Page & Davis, followed Mr. Roosevelt when he concluded March 8, explaining coverage and duplication data and maps for TSN stations.

Before adjournment until March 14, Mr. Funkhouser read into the record a letter from Leon Levy, owner of WCAU, Philadelphia, describing briefly the operation of Pennsylvania Network as a "temporary hookup formed to carry political speeches only during the last campaign". The letter was accepted in lieu of Mr. Levy's personal appearance at the inquiry.

Texas State Network Now Making Profit Says Elliott Roosevelt at FCC Inquiry

TEXAS State Network's first year of operation will show a loss of about $50,000, though it was $105,783 in the red as of Jan. 31, 1939, according to testimony of Elliott Roosevelt, chairman of the board and president of the 23-station regional network, before the FCC Network Inquiry Committee March 7. TSN was started Sept. 15, 1938, and the loss represents unusual burdens incident to a new enterprise, commented Mr. Roosevelt. The network, he said, began operating at a profit about March 1.

Mr. Roosevelt disclosed that 5,000 shares of no par value stock have been authorized and 2,600 issued—the paid in capital amounting to $260,000. The stockholders include Charles F. Roeser, Fort Worth oil operator, 1,250 shares; Mr. Roosevelt, 1,000; S. W. Richardson, Fort Worth, 250; Emmett McMahon, Fort Worth, 50; A. R. Dillard, Wichita Falls, 50.

Assets Are Listed

Assets listed included $15,627 in broadcasting accounts receivable; $75,937 receivable from affiliates; $75,861 sundry accounts receivable; $38,932 reserve for depreciation. Mr. Roosevelt disclosed that demand notes for $74,000 were held on advances to Mr. Roeser and Mr. Richardson as principals in the Frontier Broadcasting Co., applicant for authority to purchase WACO, Waco, and KNOW, Austin, from the Hearst Radio group; for $18,000, advanced to KFJZ, and KTAT in Fort Worth for physical improvements; for $50,000, advanced to Mr. and Mrs. Roosevelt for the purchase of the new TSN plant; and for $3,000, loaned to KPLT, Paris, Tex.

According to the profit and loss statement for the period from Sept. 15, 1938, to Jan. 31, 1939, operating revenues totaled $140,401 which included $77,912 from sales of time, $57,082 in fees from stations, $1,554 in sales of announcements and $4,163 in talent placements.

Expense items included $52,456 for leased wires, $47,334 payments to affiliated stations, $28,365 for staff orchestra, $17,085 for UP news and ticker service, $9,385 for program and continuity salaries, $6,864 for engineering, maintenance and technicians' salaries.

For the 4½-month period, the expense items aggregated $245,903 against net operating revenues of $140,401.

Inserted in the record was the TSN contract with KFYO, Lubbock, designated by Mr. Roosevelt as typical, although exceptions were made in the cases of affiliates in Houston, Amarillo, Corpus Christi and Weslaco due to their NBC affiliations. This contract provides for 17 hours of programs per day, including UP news, for which station waives the first five hours of either MBS or TSN time; sets aside certain optional hours; pays $500 per month for network service (including line charges); secures its network card rate for commercials, minus 15% agency commission and 15% network selling commission. Contracts are non-exclusive and in force for one year. Mr. Roosevelt stated that sustaining shows may be sold locally. No affiliate has yet quit TSN, he stated.

AN ADVERTISER

willing to spend

$1.50 each

for inquiries

GOT 'EM FOR 81¢ NET ON KMBC at 6:30 am!

spending a total of $150 for time and talent

★ Ask your FREE & PETERS man for other radio bargains offered by

KMBC
OF KANSAS CITY

The Program Building and Testing Station

FREE & PETERS, Inc. Nat'l Reps.

Purely PROGRAMS

TO PROMOTE safety in the Twin Cities and vicinity, WMIN, St. Paul, has organized the *WMIN Safety Club*, with more than 60,000 youngsters from all city schools participating. Each Saturday a safety meeting is held and broadcast from either a Minneapolis or St. Paul Hotel. Minneapolis and St. Paul units of the organization meet separately and broadcast on alternating Saturdays. A different chairman, usually an outstanding student from one of the participating schools, presides over the meeting each week. When the meeting reaches the halfway mark, a program chairman takes over and introduces a guest speaker, usually a well-known safety authority. After his speech a musical program is given by participating schools.

* * *

Session With Ben

ONE-MAN SHOW, with Lawson Deming playing as many as ten different characters is *Uncle Ben's Get-Together*, new sponsor participation feature on WPIC, Sharon, Pa. The program is built around an old-fashioned rural store, with the storekeeper, Uncle Ben, and his friends discussing things in general, and listening to music of a cowboy band. Except for the music, which is transcribed, the entire show is written and presented by Mr. Deming.

* * *

Aboard the Buses

FEATURING news reports and chats with bus passengers, *News & Interviews*, with Porter Randall as commentator, is being sponsored on KGKO, Fort Worth, by Bowen Motor Coaches. In addition to straight news, the program presents interviews with passengers in the sponsor's buses from the KGKO studios in Dallas, Wichita Falls and Fort Worth. The Fort Worth announcer quizzes passengers brought to the other studios after a Bowen trip, thus dramatizing the line's facilities and schedules.

* * *

Kiddie Adventures

SLANTED to juvenile listeners, *The Traveling Trotters* on WTMJ, Milwaukee, is written around Horace Trotter, writer of children's books, who sets out on a tour by trailer in search of material, accompanied by his family. Their adventures are the story of the broadcasts. Script is written by Kay Ransom and Martha Jones, with Russ Winnie producing.

* * *

Sacred Drama

RADIO'S only *Passion Play*, adapted for dramatization from the New Testament, will be heard on WMCA, New York, and the Inter-City System in a series of eight broadcasts during Holy Week April 2-April 9. The programs featuring the Ave Maria players are under the sponsorship of the Franciscan Friars of the Atonement at Garrison, New York.

* * *

Chicago Lore

TO familiarize Chicagoans with the part historical sites have played in the city's growth, WJJD, Chicago, broadcasts a bi-monthly Monday afternoon series called *It Was Yesterday*. Given under auspices of the local historical society, the program recently featured a dramatization of the Frink & Walker Stage Coach Co.

New York Greeting

NEW weekly series consisting of an informal half-hour of welcome to and information for New York's many neighbors who will be coming to the World's Fair has started on MBS with Dave Driscoll and Jerry Danzig of Mutual acting as hosts. Entitled *Welcome Neighbor*, the program is presented from the network's New York studios, but will be broadcast from the Fair grounds after the official opening of the exposition on April 30.

* * *

Nuptial Garb

CLAIMED to be radio's first, *Wedding Dress Revue*, broadcast from the stage of Convention Hall in Enid, Okla., was presented recently in KCRC, Enid. Thirty-one matrimonial garbs, dating from 1866 to 1939, were modeled before 3,000 spectators, with loving cups for winning dresses and models. The revue was featured as part of KCRC's third *Barnyard Frolic*, and was sponsored cooperatively by seven local firms.

* * *

Home Town News

WNYC, New York, municipal station, is arranging with about 24 cities in different sections of the country to receive by wire daily news items of local interest, which the station will condense for use on a daily program for visitors to the New York World's Fair this summer. Starting two weeks before the opening of the Fair on April 30, the program will be entitled either *Your Home Town News*, or *Today's Home Town News*.

* * *

News From Congress

YOUR Ohio Congressman is a new Saturday evening series on WGAR, Cleveland, featuring news from the Capital and a resume of Congress' activities during the week. An Ohio congressman is heard each week, from the WGAR studios if he is in Cleveland, or by transcription from Washington.

* * *

Campus Contributions

SHOWING what the University of Washington is doing for industrial advancement in the state, a new series on KJR, Seattle, remoted from the campus, features faculty members who have done prominent research in industrial and scientific fields. Music is supplied by the University Symphony orchestra.

* * *

Waterfront Saga

THE HISTORY, romance and colorful stories coming out of San Francisco's waterfront make up the new series broadcast on KYA, San Francisco, by Jack Densham, who has covered the waterfront and sailed the seas for 35 years. The program is called *Jack Densham's Column*.

* * *

Welcome to Bristol

NEW RESIDENTS of Bristol, Tenn., are interviewed weekly on *The Newcomers' Club* of WOPI, Bristol, using the station mobile unit and broadcasting direct from the homes. The sponsor presents gifts to lady guests on the studio part of the program, conducted in the WOPI radiotorium.

Fireside Problems

WBBM, Chicago, has started a 15-minute Saturday afternoon series called *You & Your Family*, in cooperation with the Illinois Congress of Parents & Teachers and the local Assn. for Child Study & Parent Education. Sample dramatization: Two ways of handling the situation when a school boy comes home with a note from his teacher saying that he stole a nickel from the school milk fund. Discussion period follows the broadcasts in the WBBM audience studio.

* * *

Still Another Quiz

NBC, on March 11, started a new audience participation program, *It's Up to You*, on which a guest expert is invited to match wits with three persons picked from the audience. Dale Baxter, lecturer, acts as m.c. on the weekly half-hour program quizzing the contestants in three sections: Oral expression of fairy tales or rhymes, capacity to remember a "daffy drama", and ingenuity in getting out of tight spots.

* * *

Fortune and Weight

WEIGHT-GUESSING in the best carnival style is the newest wrinkle on the daily man-on-street broadcast of KWOS, Jefferson City, Mo., with the m.c. offering to estimate the avoirdupois of watchers, checked by a weighing machine that passes out not only weights but also fortune-telling cards. The customer reads his own weight and fortune from the machine, along with a plug for the sponsor.

* * *

Expert Stumpers

A LOCALIZED version of NBC's *Information Please* is broadcast on WWSW, Pittsburgh, under sponsorship of Peters Packing Co. Questions used net the sender $1, and $5 if the experts are stumped. Each program a $50 check is given some worthy charity selected by the experts, who donate their services. Title of the program is *The Authorities Answer*.

* * *

Juvenile Classics

WHOLESOME radio programs for children presented in dramatic form from popular fairy tales and classics of juvenile literature is the aim of the Clare Tree Major Children's Theatre, producing a series of weekly programs on WNYC, New York.

FIRST movie ever attended by 72-year-old Mrs. Seay of Tuscaloosa brought the mike of WJRD to the theater entrance for an interview. At right is J. E. Reynolds, commercial manager, who conducted the interview. Standing next to him is James R. Doss Jr., owner of WJRD.

Games on File

KANS, Wichita, presented a transcribed version of an exciting local basketball game to the winning high school and played it before the student body the next day. Now both local high schools have asked for transcriptions of future games for their files.

Congress Sketches

IN AN EFFORT to bring the work of Minnesota Senators and Congressmen closer home, and aid them in keeping in touch with their constituents, KSTP, St. Paul, recently started presenting several Congressmen a week, via transcription, during the station's nightly news show, *Night Extra*. Commentaries, limited to three minutes, are transcribed in Washington. KSTP also plans to seek commentaries for *Night Extra* from other prominent guests as they visit the Twin Cities.

* * *

WCKY Salute

ON THEIR anniversaries, leading Cincinnati business houses are saluted by WCKY, with a history of the concern being given along with music. Programs, written by Beverly Dean, are titled *Anniversary Salute*. Five $1 bills are awarded every day on the five-weekly *Melody Quiz*, sustainer. Listeners submit lists of songs played, as well as a 25-word statement on their favorite program.

* * *

Milwaukee Funnies

NEW WAY to present Sunday comics has been developed at WTMJ, Milwaukee, with *Comic Caravan*. Each strip is projected as a miniature drama, with "Uncle Willie" taking all the parts, from Li'l Abner Yokum to Dixie Dugan, against a musical background by Jack Martin, WTMJ staff organist.

* * *

Values for Buyers

CONSUMER talks prepared by the New York State Department of Agriculture and Markets, which won considerable interest from listeners when they were broadcast during 1938, have been resumed on WNEW, New York, as a weekly series of quarter-hour programs entitled *Consumer Values*.

* * *

Montana's Business

INDUSTRIES in Western Montana will be covered by remote in a new series arranged by Mac McAllister, chief announcer of KGVO, Missoula, Mont. A new KGVO sustaining program, *Parade of Business*, reviews industrial and buying trends of the past week.

* * *

Mission Lore

FRANCISCAN Missions is the title of a new series broadcast on KYA, San Francisco, by Father Michael Egan. Father Egan discusses the founding of the various California Missions, delves into their history and relates the present physical condition of each edifice.

* * *

The Ladies' Angle

LITTLE-KNOWN facts, from the woman's angle, are dealt daily by Kathryn Sterling on *A Woman Wonders* at KJR, Seattle. The program is a commentary for women, composed mostly of philosophy, answering letters from listeners and anecdotes.

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Radio AND Education

MINNEAPOLIS progress in education by radio is largely attributed to Mrs. A. T. Towne, who has coordinated development with its stations, Parent-Teachers Association and the schools. Today, there are seven educational programs produced each week by Minneapolis public school students over Twin City stations, reaching about 2,500 classrooms, 79,000 students and about as many parents. In addition, eight other programs, mainly network and not student-built, are listened to regularly in elementary and high school class rooms. As radio coordinator, Mrs. Towne contacts radio teachers and stations and makes arrangements for school broadcasts, rehearsals and auditions. WCCO and KSTP, which have their own staff educational directors, have cooperated fully, says Mrs. Towne.

NBC has added two sustaining commentators to its staff. They are John T. Flynn, author and syndicated columnist, interpreting national and world events over NBC-Red Tuesdays, 7:30-7:45 p. m. (EST), starting March 14, and Theodore A. Huntley, well-known Washington newspaperman who on March 6 started a series of thrice-weekly programs commentating on Washington events on NBC-Red, Mondays, Wednesdays and Fridays, 11-11-15 p. m.

JOHN J. ANTHONY has been signed for another year by J. G. Dodson Proprietaries to conduct the *Original Good Will Hour* for Ironized Yeast on 60 Mutual stations, and is at present working on a newspaper column.

FEATURING business trends as seen through the studies at the University of Denver, KLZ has started *Business Tides*, produced by Dr. A. D. H. Kaplan, director of the department of government management in the School of Commerce. The radio program is to be part of the regular curriculum.

DIRECTED by Elmer G. Sulzer, director of the U. of Kentucky radio studios, a credit course designed to acquaint educators with the techniques of educational radio programs has been added to the university's 1939 summer curriculum. Members of the WHAS, Louisville staff, who will lecture are Lee Coulson, manager; Robert Kennett, program director; Dudley Masson, continuity chief; Orrin Towner, chief engineer; Credo Harris, director; Joe Eaton, commercial manager; Edward Barrett, music librarian; Neal Cline, merchandising.

REPRESENTATIVES from 80 "self-appraisal and career classes" of 30 Chicago high schools will participate in the new Saturday afternoon series *Know Your Job*, on WBBM, Chicago. A 30-minute discussion period will follow the 15-minute broadcast so that the various experts in the industrial fields may be queried by the students.

UNIVERSITY of California students, representing 40 different nationalities, participated in a discussion on "Has America a Stake in the Far East?", broadcast over NBC-Blue on the Pacific coast recently following *America's Town Meeting of the Air*.

A SURVEY made by Dr. William B. Levenson, director of the Cleveland Board of Education's shortwave educational broadcasting station, WBOE, discloses 41 school systems in as many cities reporting "the use of radio to interpret schools to the public" out of 47 systems replying. Twenty-six of these stated they carry continuous programs, invariably over local commercial stations. The survey was made public during the recent Cleveland convention of the American Association of School Administrators.

CHICAGO Radio Council is distributing a manual to aid the classroom teacher in handling radio programs. It was written by staff members of the Radio Council under the supervision of its director, Harold Kent.

LARGEST Spanish class in the world is the claim of the weekly *KOB Spanish School*, now in its sixth year on KOB, Albuquerque, N. M. Directed by Dr. F. M. Kercheville, head of the Spanish language department of the University of New Mexico, the curriculum includes not only grammar and vocabulary, but Spanish music, games, customs and dramas.

TWO NEW educational features, produced by Syracuse U's Radio Workshop, have started on WSYR, Syracuse—*The Word Man*, featuring a discussion between three university students and Prof. Joseph Barron on correct usage and pronunciation of words, and *Who's Who at Syracuse*, presenting interviews with university personalities.

POP GO THE PURSES!

Whether it's soup or nuts, when they hear it over WAIR, POP GO THE PURSES! A trial will convince you that WAIR has that certain something every salesmanager wants.

WAIR

Winston-Salem, North Carolina

National Representatives

Sears & Ayer

WOL

WASHINGTON, D. C.

1,000 Watts

DAY & NIGHT

Affiliated With the Mutual Broadcasting System

1230 KC.

Radio's Own Map

BIG 1939 RADIO OUTLINE MAP

10,000 copies used during 1938 by:

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Contained in the 31" x 21½" Radio Outline Map of the U. S. and Canada are locations of all radio stations, county outlines, time zones, number of stations per city. The reverse side of the map carries a complete log of U. S. and Canadian stations alphabetically by state, city and call letters. Frequencies and powers are shown. Printed on white ledger paper, this map permits use of ink. It is mailed flat.

Single copies, 35c

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Continental to Change

CONTINENTAL BAKING Corp., New York (Wonder bread), which has been sponsoring the *Wonder Show* with Jack Haley on CBS for the past six months, will discontinue the series after the April 7 broadcast. Firm will continue to sponsor the five weekly quarter-hour *Pretty Kitty Kelly* program on that network. Agency is Benton & Bowles, New York.

HALF interest in KWOC, 100-watt daytime station on 1310 kc. which began operating in Poplar Bluff, Mo., last May 21, has been purchased by O. A. Tedrick, local attorney, from A. L. McCarthy, local radio and appliance dealer. Don Lidenton, the other partner, remains as chief engineer.

WBNX
NEW YORK · 1000 WATTS DAY AND NIGHT
The station that speaks your language!
With programs based on population characteristics WBNX affords a specialized and intimate approach to the 6,982,635 foreign residents of Metropolitan New York whose annual spendable income reaches as high as $5,000 per family.
METROPOLITAN STATION
COSMOPOLITAN AUDIENCE

FCC Feuds, and Inquiry Proposal

(*Continued from page 16*)

address, laid out the McNinch-drafted Wheeler Bill for a three-man Commission as one which would "appear to be a proposal to 'unpack' the FCC with a view to eliminating minority opinions". He discoursed particularly on evils of past FCC actions, particularly in connection with station transfers and leases.

"Let's have the facts and all the facts before we legislate," he stated. "And then let's enact not the Corcoran-Cohen-McNinch bill but legislation which will assure proper regulation of radio broadcasting in the public interest and guarantee to all the preservation of 'freedom of the air'."

The McLeod Bill, referred to the House Interstate & Foreign Commerce Committee, may be caught in the legislative jam before that committee, now in the throes of considering transportation legislation. The committee chairman, Rep. Lea (D-Cal.), has already stated that there is little chance of legislation dealing with radio on the House side any time soon.

Victims of a Whim

In introducing his bill, Rep. McLeod issued a statement in which he said that any political party in power holds broadcasting in a "vise-like grip". Under the practice of granting licenses for only six months, he said, "the slightest whim or nod of a political bureaucrat can mean death to a station which has done no worse than try to render a public service."

"The fear of reprisals is stultifying all broadcasting and has created an alarming system of indirect censorship," Rep. McLeod continued. "No political party should thus be able to prevent access to the air of those who have a legitimate message to deliver to the public.

"If this Nation is to realize the fullest possible benefits of our tremendous broadcasting system, that system must be given some assurance that within a few months it will not be destroyed because some remark of a station may have displeased the powers that be.

"Several bills dealing with the Communications Commission have been introduced this session. Many of them contain excellent provisions. However, they are in most instances so detailed that there is a possibility that in squabbling over the detail Congress may lose sight of the vital point at issue. That point, freedom of the air from political persecution is adequately covered in the bill I introduced today."

The text of the McLeod bill follows:

"That Section 307, Subdivisions (d) and (e) be amended to read as follows:

"(d) No license granted for the operation of a broadcasting station shall be for a period of less than three years nor for a period of more than five years, and no license so granted for any other class of station shall be for a period of longer than five years, and any license granted may be revoked as hereinafter provided. Upon the expirations of any license, upon application therefor, a renewal of such license may be granted from time to time for a term of not less than three years in the case of broadcasting licenses and not to exceed five years in the case of other licenses, but applications for the renewal of a license shall be governed by the same considerations and practice which affect the granting of original applications.

"(e) No renewal of an existing station license shall be granted more than ninety days prior to the expiration of the original license, Provided, that in acting upon applications for renewal of the original license, the Commission shall not take into consideration any political views held or expressed by the applicant, and Provided Further that if the Commission shall refuse to grant renewal and the applicant shall state under oath that he believes the refusal to have been based in whole or in part upon such consideration, the applicant may appeal to the District Court of Appeals for a mandamus, and pending action on that appeal the license shall remain in full force and effect."

THEY'RE TUNING IN WATL IN ATLANTA
IT'S A HABIT
Atlanta listens to WATL Newscasts. Broadcast every hour on the hour. Available for sponsorship.
WATL
ATLANTA

FCC's Forms Irk Montana Stations

Association Discusses Recent Libel, Copyright Statutes

A BATCH of resolutions affecting operations of broadcasters were adopted by the Montana Association of Broadcasters at its meeting in Billings March 6. The new Montana libel law, which, among other things, relieves stations of liability on programs over which they have no control and places responsibility at the source, was discussed in detail by John Claxton, Montana attorney. He also explained Montana's new copyright law [BROADCASTING March 1], enacted a fortnight ago along with the libel bill.

Among resolutions adopted by the Association were several thanking members of the U. S. Congressional delegation for acting on the Association's request that the FCC be asked to simplify its recent questionnaire on 1938 station operations. These pointed out that the FCC eliminated "certain questions from the questionnaire to stations grossing under $25,000 yearly."

Fewer FCC Forms Sought

Another resolution condemned the FCC "bombardment" of application forms, questionnaires and "other complicated and troublesome forms to fill out and file" and described them as working "a great hardship" on many stations. The Association resolved that the Montana Congressional delegation be urged to request the FCC to reduce the number of forms and simplify them and also that the FCC be urged to grant licenses for longer than six months.

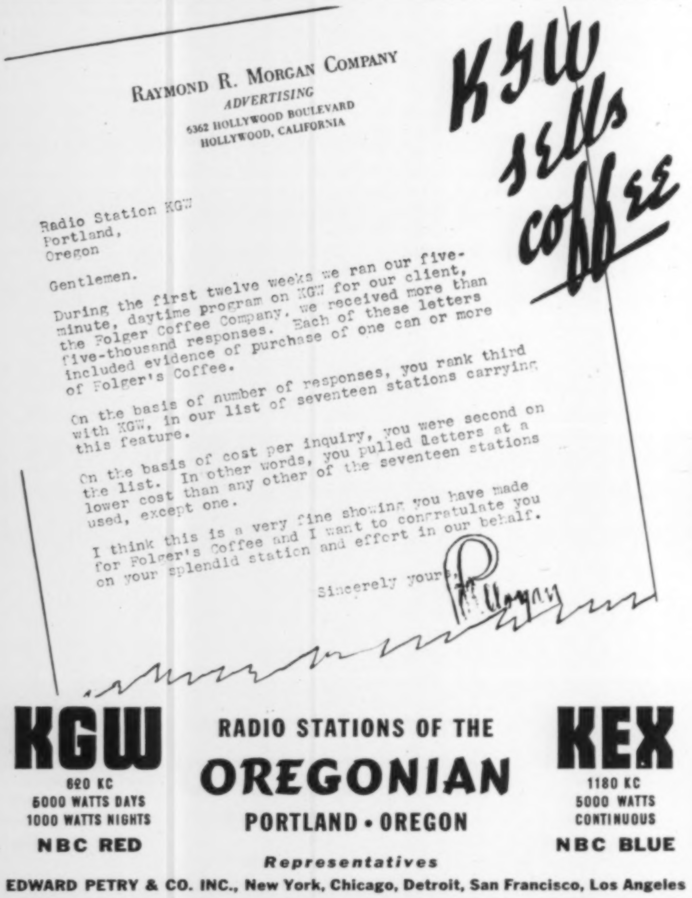
In addition, the Association adopted a series of resolutions dealing with copyright; building of a public domain and tax-free music reservoir; anti-censorship opposition to this nation's adherence to the International Copyright Union; support of the NAB-Lang-Worth tax-free library plan, and a request that the NAB furnish to all stations which subscribed to the original public domain library new pressings of each disc because of what was described as the "poor quality" of the first supply.

On the subject of high power, the Association adopted a resolution urging its Congressional delegation to "stand against superpower or clear channel operation by any station in any location in the United States."

There was a 100% attendance of Montana stations at the meeting. Those present included Ed Krebsbach, KGCX, president; Mrs. Jesse Jacobsen, KFBB; Ed Yocum, KGHL; Art Mosby, KGVO; K. O. MacPherson and Barclay Craighead, KPFA; Ed Craney, KGIR. In addition to Mr. Claxton, Ken Davis of Davis & Schwegler, Los Angeles music publishers, also was present.

Conti Spots on 3

CONTI PRODUCTS Corp., New York (soaps and creams), on April 17 will start a 26-week campaign of daily spot announcements on WHN, WNEW and WQXR, New York. Bermingham, Castleman & Pierce, New York, handles the account.



RAYMOND R. MORGAN COMPANY
ADVERTISING
6362 HOLLYWOOD BOULEVARD
HOLLYWOOD, CALIFORNIA

Radio Station KGW
Portland,
Oregon

Gentlemen.

During the first twelve weeks we ran our five-minute, daytime program on KGW for our client, the Folger Coffee Company, we received more than five-thousand responses. Each of these letters included evidence of purchase of one can or more of Folger's Coffee.

On the basis of number of responses, you rank third with KGW, in our list of seventeen stations carrying this feature.

On the basis of cost per inquiry, you were second on the list. In other words, you pulled letters at a lower cost than any other of the seventeen stations used, except one.

I think this is a very fine showing you have made for Folger's Coffee and I want to congratulate you on your splendid station and effort in our behalf.

Sincerely yours,

KGW sells coffee

KGW
620 KC
5000 WATTS DAYS
1000 WATTS NIGHTS
NBC RED

RADIO STATIONS OF THE
OREGONIAN
PORTLAND • OREGON

KEX
1180 KC
5000 WATTS
CONTINUOUS
NBC BLUE

Representatives
EDWARD PETRY & CO. INC., New York, Chicago, Detroit, San Francisco, Los Angeles

TWO STATES ENACT ASCAP LEGISLATION

TWO more states—North Dakota and New Mexico—have enacted legislation on copyright aimed at ASCAP and related licensing groups, while a third State legislature, in Oregon, failed to enact such a measure by a narrow margin.

The bills, similar to that enacted by the Montana legislature [BROADCASTING, March 1], were passed after bitter opposition from ASCAP. Measures along the same general line are pending before the legislatures of Arkansas, Colorado, Connecticut, Illinois, Indiana, Kansas, Michigan, Minnesota, New Mexico, Ohio, Pennsylvania and Washington.

The North Dakota and New Mexico bills compel copyright owners in those States to make full disclosure of the material licensed by them. Blanket licensing at established fees is permitted provided the members of a combination, such as ASCAP, also afford users the option of buying portions of the catalogs at prices determined by the owner and not by the combination.

Libel Bill in Missouri

FOLLOWING the leadership of several other states which have adopted laws safeguarding stations from liability for libel uttered over their facilities by political speakers, the Missouri Legislature is considering a measure of that nature introduced by Senator Donnelly, of Lebanon. Under the bill, a station would not be liable for damages for defamatory statements made by political candidates or officeholders during a speech. Liability, however, would apply if the station permitted a defamatory manuscript to be broadcast after having had access to the speaker's remarks prior to delivery. The measure follows closely that adopted in 1937 by the Iowa State Assembly—one of the first bills of that nature to be enacted. WHO, Des Moines, sponsored the action, and was supported by other stations in the state.

Penner Show Dropped

GENERAL FOODS Corp., New York (Huskies), which has been sponsoring the *Joe Penner Show* on CBS for more than six months, will discontinue the series with broadcast of March 30. There will be no replacement, according to Benton & Bowles, New York agency servicing the account. Termination of the contract was by mutual agreement among the sponsor, agency and Penner, because of budget problems which do not permit an evening rebroadcast instead of the afternoon. Sponsor stated it was well satisfied with the show's rating but regretted inability to continue on a basis satisfactory to all concerned. Sponsor will switch its CBS *Joe E. Brown Show* (Post Toasties), from Saturday to Thursday, taking over the time formerly used by the *Joe Penner* program, effective April 6. The *Joe E. Brown Show* was renewed for another 13 weeks by General Foods Corp., effective April 1.

A BILL to prohibit the advertising of alcoholic beverages over the radio has been introduced in the Alabama Senate, and is being opposed by state broadcasters only insofar as it hits beer advertising.

More for Sweetheart

MANHATTAN SOAP Co., New York, for Sweetheart Soap, is buying news broadcasts on a basis of one to three quarter-hours weekly on stations in various sections of the country. Stations already signed are KPO, San Francisco; KFI, Los Angeles; WHAS, Louisville, and WSM, Nashville. The company since January has been sponsoring three to ten spot announcements weekly on a list of 40 stations, quarter-hour transcribed programs with Jack Berch on seven NBC stations, and programs called *Melody Sweethearts* on four stations of the Yankee network. Franklin Bruck Co., New York, is agency.

Iowa Newspapers Placing *Fu Manchu* as Promotion

WITH its sale of the *Shadow of Fu Manchu* transcribed series to the *Des Moines Register & Tribune*, which it announced will place the program on four stations for newspaper promotion, Radio Attractions Inc., New York, reports that the number of stations now carrying the series exceeds 30. The Iowa newspapers are placing the show on their affiliated stations KRNT, Des Moines; WMT, Cedar Rapids, and WNAX, Yankton, S. D., and will also sponsor it on KMA, Shenandoah, Ia. Other new subscribers are KANS, Wichita; KOIL, Omaha; WIBW, Topeka; KSCJ, Sioux City; KCMO, Kansas City. The latter station will have Crown Drug Co., chain stores, as sponsor.

Warner Show Delayed

THE Warner Bros. program *Let's Go Hollywood*, scheduled to start on Mutual network March 10, will not begin until a later date because the Redfield-Johnstone Agency, New York, which has been contacting clients for the program, has not yet lined up enough participating sponsors. The program is currently broadcast on seven Southern California Don Lee stations, Fridays, 8-8:30 p. m. under sponsorship of the Ford Dealers of Southern California through McCann-Erickson, Los Angeles.

FEDERAL Trade Commission has issued a complaint against Affiliated Products Inc., Jersey City, alleging misrepresentation in the sale of two cosmetic products, a "restorative cream" and "youth pack", sold under the name of Edna Wallace Hopper.

WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate
1,000 Watts

The Only Blanket Radio Coverage of Prosperous Western North Carolina

"The Quality Market of The Southeast"

Man & Wife on their way to the San Francisco World's Fair next summer . . . . .

They're enjoying a dip in Great Salt Lake (where you float like a feather) during their stop-over in Salt Lake City en route to the Fair. They, with several hundred thousand kindred spirits, will spend upwards of $36,000,000 cash money in the Salt Lake area this year for meals, lodgings, supplies, recreation.

Just another reason why *business is good* in Salt Lake City. Residents here have money to spend, the year round. Significantly, their *popular* station is KDYL, where judicious showmanship rewards both listener and advertiser.

5000 WATTS DAYTIME
1000 WATTS NIGHTS

KDYL

THE *POPULAR* STATION
Salt Lake City, Utah
Representatives:
JOHN BLAIR & COMPANY
Chicago - New York - Detroit
San Francisco - Los Angeles - Seattle

NBC RED NETWORK

Educational Network

MEMBERS of the National Association of Educational Broadcasters and Government officials are cooperating in organizing a "cultural network", an idea advocated several years ago by Mayor LaGuardia of New York to rebroadcast non-commercial and educational programs on university and municipal stations. Tests are now being conducted to determine if W1XAL, Boston educational shortwave station, can be successfully picked up by universities in Minnesota, Wisconsin and other sections of the country. WNYC, New York's municipal station, two months ago applied to the FCC for permission to re-broadcast shortwave educational programs to the colleges and universities operating stations.

Kentucky Council Formulates a Code To Guide Educators and Broadcasters

RECOGNIZING that a cooperative relationship must exist between commercial broadcasters and educators in the public interest, the Kentucky Council on Education by Radio, which has enjoyed close cooperation with Kentucky stations, at a meeting in Louisville Feb. 18 adopted a Code of Ethics which Elmer G. Sulzer, director of the University of Kentucky radio studios, believes is one of the first concrete statements of its kind.

The Council, of which Mr. Sulzer is chairman, comprises representatives of Kentucky U, Louisville U, Eastern State Teachers College, Western State Teachers College, the State Dept. of Education and the State Parent-Teachers Assn. The code follows:

1. The proper presentation and broadcasting of educational programs by radio is a joint responsibility of educational authorities and radio station executives. The whole-hearted and understanding cooperation of each group is necessary to insure effective results in this field.

2. Allocation of a certain amount of time for educational purposes is a "public interest" requirement on the part of radio stations. Radio stations have a right, however, to insist upon standards of presentation that are in keeping with their program standards.

Avoiding Duplication

3. Radio stations should endeavor to prevent duplication in educational programs by discussions involving all parties concerned.

4. The selection of educational subjects for broadcasting, as well as the selection of proper techniques for such presentation should be in the hands of educators. It is important, therefore, for all educators involved in handling such programs to acquaint themselves with the latest techniques, to study studio procedure in general, and to maintain at all times a broad objective point of view.

5. In common with other types of programs, educational programs should attempt to reach as large an audience as possible. To do so, radio educators should attempt to frame programs in the most attractive way possible—to make them interesting as well as educational, thus increasing their educational effectiveness.

6. Educational programs should be planned for limited groups, only when such groups are of an underprivileged type and can conveniently get the material in no other way, or when the nature of the program is such that a radio broadcast proves itself vastly superior to any other medium of presentation.

7. Questions of taste and censorship involve an interlocking relationship between broadcasters and educators. Broadcasters should not censor an educational program as regards fact, or as regards policies. On matters of taste, however, broadcasters have a right to insist on the usual station standards as well as discussions of certain subjects open consideration of which is regarded as contrary to current good taste.

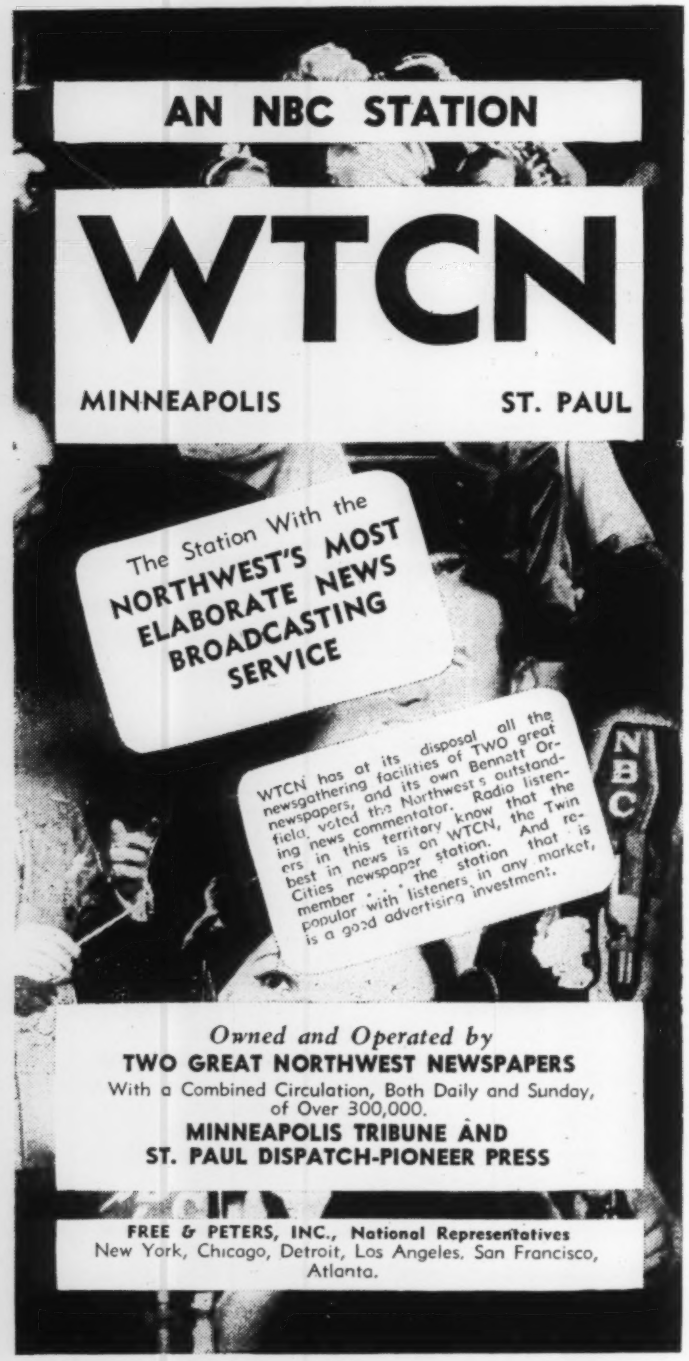
8. Educators owe to themselves and to the cooperating station the impartial presentation of controversial subjects. Editorialization is not desirable on controversial subjects, even on an educational program, unless all sides are fairly expressed.

9. Stations have a right to refuse time for a program that is essentially institutional promotion. A certain amount of institutional promotion is naturally present in all educational broadcasts, but the primary purpose of a truly educational broadcast must be educational.

'School' a Model

CBS, after a survey of the many requests for information on *American School of the Air*, discovered that several governments throughout the world were using the program as a model for similar broadcasts. For three years Puerto Rico has been translating the *School* programs into Spanish for broadcast; the Halifax Department of Education, Nova Scotia, has asked and received permission to use the CBS scripts; and Rumania and Denmark have requested manuals on the *School* to establish similar organizations within their borders. The Honolulu Department of Education has organized a school, and other communications have brought inquiries from such countries as Japan, South Africa, Australia, China and Mexico.

DAVID SARNOFF, president of RCA, and chairman of the National Music Week Committee, recently stated that the keynote for the 1939 celebration of Music Week, May 7-13, which is promoted extensively each year by radio, would be "Support Group Activities". Particular effort will be directed toward community musical organizations and professional groups, and special attention will be given to wider recognition of the meritorious productions of American composers.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WTCN

MINNEAPOLIS ST. PAUL

The Station With the NORTHWEST'S MOST ELABORATE NEWS BROADCASTING SERVICE

WTCN has at its disposal all the newsgathering facilities of TWO great newspapers, and its own Bennett Orfield, voted the Northwest's outstanding news commentator. Radio listeners in this territory know that the best in news is on WTCN, the Twin Cities newspaper station. And remember . . . the station that is popular with listeners in any market, is a good advertising investment.

Owned and Operated by
TWO GREAT NORTHWEST NEWSPAPERS
With a Combined Circulation, Both Daily and Sunday, of Over 300,000.
MINNEAPOLIS TRIBUNE AND
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FREE & PETERS, INC., National Representatives
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WNEW
NEW YORK
600-LETTER PULL IN SPOT OPPOSITE MR. JACK BENNY!

Yes—over 600 letters received *the next day*. One example of WNEW's tremendous power.

THERE IS A REASON:

By all independent surveys* WNEW ranks first in number of listeners of any New York non-network station.

**on request*

SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY

5000 WATTS BY DAY—1000 WATTS BY NIGHT—1250 KILOCYCLES

Nets Assign Announcers To Cover Spring Tour Of British Royal Party

COMPLETE detailed radio coverage of the visit this spring to the United States and Canada by King George and Queen Elizabeth of England is now being arranged between CBC and the three major networks. All broadcast dates are tentative, but NBC, CBS and Mutual have made plans to broadcast every important event of the royal visit from the first arrival on May 15 in Quebec, until their departure for England from Halifax on June 15.

CBS has arranged for Commentator Bob Trout and a crew of technicians to join the official party in Canada and broadcast complete descriptions of each event. NBC has assigned Graham MacNamee, Ben Grauer, Ed Hicks and Carleton Smith to describe the various activities of Britain's rulers, while for Mutual, Dave Driscoll and Alvin Josephy will cover the itinerary. Broadcast already scheduled by all three networks include: Arrival of the royal couple at Wolfe's Cove, Quebec, May 15; official reception at Three Rivers May 16; King George's unveiling of the new Ottawa Canadian War Memorial on May 18; the laying of the cornerstone for the new Justice Bldg. in Ottawa by Queen Elizabeth May 19; and the official celebration of the King's Birthday May 20. When the King and Queen cross the border into the United States via Niagara Falls June 7, the event will be broadcast by the networks, which will also broadcast all official events while the royal couple remain in America.

Douglas Shoe Extending

THE *Man in the Street* program, which has been doing a successful job for W. L. Douglas Shoe Co. over WEEI, Boston, since last fall, will be introduced in New York for the same company over WJZ, beginning March 27. The program, which features a sidewalk "question bee" with passers-by in front of various Douglas retail stores, will go on the air Mondays through Fridays from 5:45 to 6 p. m. Prizes of merchandise will be given to those who participate in the broadcast, as well as to those among the listening audience who send in questions accepted for use on the program. Because of the success of this program in Boston, plans are under way to extend it also to Philadelphia, Detroit and Chicago for the same company. N. W. Ayer & Son Inc. handles the account.

Ernie Hare

ERNEST (Ernie) HARE, who with Billy Jones made up the comedy-singing team known as *The Happiness Boys*, died March 9 in Queens General Hospital, New York, of complications resulting from bronchial pneumonia. He was 55 years old. The Jones-Hare duo, who made radio history on Oct. 18, 1921, by singing into a "tomato-can" microphone at WJZ, was known as the first successful radio comedy team, one of the first to gain a sponsor, and the first to adopt a team name identifying themselves with their sponsor's product. Born in Norfolk, Va., March 16, 1883, he is survived by his mother, widow and daughter.

Canada's License Returns

ACCORDING to estimates, Canada will have collected listener licenses from 1,225,000 persons for the fiscal year ending March 31, 1939. Official figures showed collection of 1,195,000 licenses by Jan. 31. In addition to this total, the highest on record, receivers may be operated without licenses by indigents, by those on relief and by the blind. It is considered likely that this fiscal year, starting April 1, licenses for a second or third radio in one house will be reduced to $2 instead of the regular $2.50 license fee.

NBC has shifted its programs from CMQ, Havana, to CMX in that city temporarily because of complaints that the CMQ signal was causing interference to WMC, Memphis, and WTAR, Norfolk. It is understood that the network will resume its affiliation with CMQ, which has 25,000 watts power in contrast to CMX's 200 watts, as soon as its frequency is changed to eliminate the interference.

Delayed Sports

WOR, Newark, recently unable to broadcast a college basketball game from Madison Square Garden because of mid-evening commercial commitments, tried the experiment of sending Stan Lomax, sports announcer, to the games to make recordings of the play, which were presented on the air at midnight the same night. The experiment met with such success that the station may try future recordings of similar events with an idea of broadcasting at that hour on a regular schedule.

SUIT for $2,000,000 against ASCAP, NBC, CBS, Warner Bros. and 21 individuals and music publishers has been brought before Federal Court by Ira B. Armstein, who claims that 50 of his songs were plagiarized by the defendants, who have allegedly published and broadcast songs he claims to have written.

Airplane Accident Fatal To John Stadler, of CBC

JOHN STADLER, executive assistant to CBC assistant general manager, Dr. Augustin Frigon, was killed in an airplane accident March 8, while on a holiday in northern Quebec. The plane, in which he was flying as a passenger from St. Felicien to Lac de la Croix, was found half submerged in the ice of a northern lake. Mr. Stadler was the son of a noted Canadian mining engineer, John M. Stadler of Montreal. He was born Oct. 6, 1906, at Shawinigan, Quebec. He was graduated in electrical engineering in 1930 from McGill. From 1932-36 he was with the Canadian government's National Research Council at Ottawa, then joined his father as a consulting engineer. In May, 1937, he represented the American Radio Relay League at an international conference at Bucharest and on his return became manager of CBF and CBM, Montreal. He became Dr. Frigon's assistant in July, 1938.

Get Acquainted Invitation of . . . .

FOOD-DRUG-COSMETIC REPORTS

Affiliated with Telecommunications Publishing Company, Incorporated

A Specialized Confidential Washington News Letter Devoted to Government Activity and Trends in the Food, Drug, Cosmetic and Related Fields.

"LET'S get acquainted," says FDC REPORTS. Send for a sample issue.

Designed for executives in the food, drug, cosmetic and related fields, advertising agency executives, radio station executives, FDC REPORTS gives a clear, concise, accurate, confidential news (and behind the news) analysis of the activities and trends of government regulation based on the all-important Wheeler-Lea and Food and Drug Acts.

Published in Washington, written and edited in lay language by expert reporters on the Washington scene, FDC REPORTS provides (1) summary of the news and regulatory trends in the four page letter, (2) detailed accounting of the past week's developments on supplementary mimeographed sheets. Formal hearings, conferences, decisions as they affect the food, drug, cosmetic and related field are presented in detail, without bias or color.

If the Wheeler-Lea and Food and Drug Acts mean anything to you, it will pay you to investigate FDC REPORTS.

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ANNOUNCING

that

Mr. C. G. COSBY

(formerly general manager of KWK)

has joined the

staff of radio station

KXOK

owned and operated by the

ST. LOUIS STAR-TIMES

as

Director of National Sales

Sykes Loss to FCC

(*Continued from page 13*)

pointment because of the prominent part he played in the $1,500,000 A. T. & T. investigation, the final report on which is now being drafted. He was criticized sharply in many quarters and the final report to Congress is certain to occasion much controversy, with Commissioner Walker in the crossfire.

There is still the possibility that Chairman McNinch also will retire from the FCC, whether or not there is reorganization legislation at this session. Though he has discussed on a number of occasions his imminent return to the Federal Power Commission, from which he was drafted by the President in 1937, in informed quarters it is thought he may receive a judicial appointment.

Judge Sykes' decision to enter private law practice 12 years after he became a radio commissioner was not hastily conceived. Two years ago he had reached the determination to retire from public life. The sudden death of Chairman Anning S. Prall in July, 1937, together with the resignation of Commissioner Irvin Stewart, caused him to remain until the new members were "broken in".

While Judge Sykes has not been in sympathy with many of the policies invoked since Chairman McNinch assumed the FCC helm, he has had the confidence of the chairman and he has been the steadying force to some degree. There was no compulsion associated with his decision to resign for it has been freely predicted that, should the Wheeler Bill for a three-man board pass, he very likely would be one of the three members.

VICTOR records for 60 minutes early each morning provide the bulk of the *Musical Clock* programs over KYW, Philadelphia. On the occasion of a 13-week renewal with Victor, LeRoy Miller (left), conductor of the program, was presented with an inscribed RCA portable receiver by Jack Williams (right), RCA Victor's specialist in popular record advertising.

Judge Sykes' retirement comes at a time when the FCC is snowed under with work. He has sat at practically all of the sessions of the FCC Network Inquiry Committee and would have been instrumental in the drafting of that important report, upon which legislative recommendations to Congress for revision of the law presumably would be based. He also leaves the FCC with much work remaining to be done on the A. T. & T. investigation report.

Sixty-three years of age, Judge Sykes has long cherished an ambition to become a Federal judge. His name twice was presented to President Roosevelt for appointment to the U. S. Court of Appeals for the District of Columbia, which handles FCC litigation and his wide experience in radio was cited as qualifying him for such a post. As a matter of fact, there is still a vacancy on the court for a sixth justice, to serve as a relief jurist. It is doubted, however, whether Judge Sykes will be considered at this time, since he has passed the 60-year minimum established by the President for Federal judiciary posts.

In 1927, when the Federal Radio Commission was first named by President Coolidge, Judge Sykes was one of the five men selected. He left a private law practice in Jackson, Miss., to accept the call and became the first vice-chairman of the Commission, although he found himself acting chairman virtually from the start. Admiral W. G. H. Bullard, who had been named chairman, was in China at the time and died after serving only a short time.

In 1933, President Roosevelt named Judge Sykes chairman of the Radio Commission with the change in administration. With the creation of the FCC in July, 1934, Judge Sykes became its first chairman, remaining in that post until the following year, when he was succeeded by Mr. Prall. Simultaneously, he became chairman of the Broadcast Division.

Attended Conferences

For nine years, from 1916 to 1925, Judge Sykes served as a member and Chief Justice of the Mississippi State Supreme Court. He retired to enter practice of law in Mississippi, coming to Washington when President Coolidge named him to the temporary Radio Commission. His vast experience in radio has included international phases. He has been a member of a number of delegations to international radio conferences and headed the delegation which represented this country in the Telecommunications Conference in Madrid in 1932. In 1929 he was chairman of the U. S. delegation to the North American Conference in Ottawa and in 1933 was chairman of the American delegation to the North American Conference in Mexico City.

Judge Sykes was born in Aberdeen, Miss., July 16, 1876. He owns a home in Washington, where he resides with his wife and family. He is a graduate of St. John's College, Annapolis, where he prepared for the Naval Academy. Entering the Academy in 1893, he remained for 2½ years. From there he went to the University of Mississippi and was graduated in 1897 from the Law School.

When Judge Sykes convened the Radio Commission on March 15, 1927, pursuant to instructions from Chairman Bullard, who was en route from China, he called on President Coolidge.

"I hope you know," he said to the President, "that I am just a lawyer and don't know a thing about radio."

To which the President replied: "I am aware of that. I have appointed the other four [Admiral Bullard, O. H. Caldwell, Henry A. Bellows and Col. John F. Dillon] because of their radio knowledge. You have been appointed to see that the Commission keeps within the law."

17 Million 1938 Income Shown in BBC Handbook

THE 1938 income of the British Broadcasting Corp. was 3,800,051 pounds (approximately $17,000,000) and of this sum 1,892,081 pounds (approximately $9,460,000) was spent on programs, according to the 1939 *BBC Handbook* published March 1 and available from the BBC, London, for 2 shillings 4 pence by post. Nearly all of the company's income is derived from the $2.50 per year radio set tax. The handbook covers all phases of BBC activities during 1938, including television, and devotes a section to describing how listener opinion of programs is secured.

Instead of depending upon spontaneous letters to secure a cross-section of opinion, the BBC uses what it calls the "panel" technique. Some 30,000 persons are asked to submit answers to periodical questions by keeping logs of their listening over a definite period. The replies on the printed logs are said to furnish a "listening barometer" to guide the program producers, and they serve as a sort of substitute for box office returns by which theaters can gauge likes and dislikes of the public.

OPERA which NBC commissioned Gian-Carlo Menotti, Italian composer, to write especially for radio presentation has now been completed and on April 22 will be given its world premiere on NBC-Blue, CBC and via shortwaves.

Ready to Serve you

WJLS

Now On The Air

West Virginia's

Newest and Most Modern Radio Station

serving

the East's highest per capita market

BECKLEY, W. VA.

301,550 PEOPLE heretofore denied radio reception within this area will depend on WJLS for United Press News, entertainment, and other features designed for them.

Libel Legislation Urged in New York

Coughlin Picketers Continue; Extend Marching to NBC

SENATOR Jacob Schwartzwald, Brooklyn Democrat, and Assemblyman Ralph Giordano, Brooklyn Republican, have introduced an amendment to the New York penal law, similar to other pending measures, providing severe penalties for those who permit the use of broadcasting stations, studios or microphones for the dissemination of doctrines which incite racial or religious hatred. The bill provides a minimum of $200 and maximum of $5,000 fine for offenders, with owners of stations and studios equally responsible with speakers.

A contrary bill extending to broadcast stations the same protection of the libel and slander laws now enjoyed by newspapers will be sponsored in the Legislature by Assemblyman Moffat and Senator Coudert, Manhattan Republicans, who feel that the radio commentator or speaker "is giving the world news to serve the same cause of democracy as the press, and his freedom must be guaranteed in the same way."

Coughlin Pickets Continue

The followers of the Rev. Fr. Charles E. Coughlin who have picketed WMCA, New York, each Sunday since Dec. 18, protesting against that station's action in cancelling the Coughlin broadcasts, extended their protest to NBC on March 5, when some 750 marchers concluded their WMCA visit by proceeding to Radio City and marching around the RCA Building. Some of the picketers, following the demonstration, were identified among those asking for tickets to NBC broadcasts at the information booth after the line broke up.

For several weeks previous WOR and CBS had been picketed on alternate Sundays as a WMCA aftermath, but this was the first time NBC had been included in the list of broadcasters that are in disfavor with the Coughlinites. Circulars distributed to the marchers announced that on succeeding Sundays the group would visit WMCA last instead of first, forming at WOR, NBC or CBS at 3 p. m. and marching to WMCA at 4 p. m.

WEVD, New York, which on Feb. 16 started a series of talks by Rev. W. C. Kernan, Episcopal minister, in answer to the weekly broadcasts of Father Coughlin, has received such an overwhelming response that it has set aside a second period in which the talk is rebroadcast by transcription for the benefit of those unable to hear it earlier Thursday evenings.

Dr. Harry F. Ward, author, editor and theologian, internationally known for his advocacy of liberal causes, on March 18 will inaugurate a series of addresses *Answering Father Coughlin* on WCNW, Brooklyn, and states he plans to speak each Saturday evening thereafter as long as he feels it necessary to reply to the statements made by Father Coughlin. Dr. Ward, professor of Christian ethics at the Union Theological Seminary New York, expects to talk only on the social and political aspects of the priest's philosophy and will not engage in doctrinal religious discussion.

WHEN General Electric's new shortwave station, W6XBE, was dedicated at the San Francisco Golden Gate Exposition March 2, the participants (l to r) included Don E. Gilman, vice-president in charge of western division of NBC; Lenox R. Lohr, president of NBC; directly in back of him, A. H. Morton, vice-president in charge of managed and operated NBC stations; behind Mr. Morton, Lloyd E. Yoder, KPO-KGO manager; Leland Cutler, exposition president; B. W. Bullock, assistant manager of GE's exhibit; Raymond Alvord, GE vice-president.

Screen-Radio Harmony Seen by Lohr, Belittling Rumors of Hollywood War

WITH so many forms of entertainment competing for our spare time, and with so much more leisure time in which to seek entertainment, it is silly to say that one form of entertainment is detrimental to another.

In this manner, Lenox R. Lohr, NBC president, in Hollywood during early March, scouted fears of a "war" between motion pictures and radio. While recognizing there had been some minor "irritation", the cause for which he said he couldn't quite discern, Mr. Lohr voiced the opinion that "our interests are all in common—to supply entertainment and to do a public service". Radio, he pointed out, has done tremendous good for pictures, and there is no reason why the two industries cannot work together with advantages to both. Mr. Lohr denied he was in Hollywood to discuss the situation with film executives, although he had talked to Will Hayes, head of the Association of Motion Picture Producers, and visited "socially" with motion picture officials.

Far From a War

"As far as any war between radio and the movies is concerned, I don't think there is any or ever will be one," Mr. Lohr said. "I don't think the film stars are going to be kept off the air. Pictures and radio have too much in common. Both are catering to the entertainment public. They are also rendering a public service for the masses and usually the public gets in entertainment what it demands.

"An individual has just so much time for entertainment. If he chooses to go for an automobile ride, he can't attend a picture show at the same time. If he goes to a movie, he can't listen to his radio. These amusements compete for his spare time but no one of them can be said to injure the other."

Mr. Lohr stated that if film talent was eliminated from radio, it wouldn't be a serious blow to the industry. Radio would continue to function and Hollywood's future as a production center is secure. He vouchsafed that the NBC's Hollywood headquarters, with its high type of technical equipment, is unquestionably the "finest broadcasting plant in the world from the production standpoint."

NBC doesn't want anyone using its network to knock pictures, Mr. Lohr warned as he revealed that as a precautionary measure, Don E. Gilman, western division vice-president, is "checking personally everything that goes on the air from Hollywood". Although the NAB is formulating a radio code of ethics similar in purpose to that adopted by motion pictures, NBC already has one for its own guidance. This code, according to Mr. Lohr, is being revised and will be submitted to all advertising agencies for approval before final adoption. "There is not a single rule in it that is for our own selfish interests," he declared. "It is all in the interest of better public service."

The new entertainment trend in radio is toward patriotic programs and tolerance, which Mr. Lohr characterized as performing a great public service.

Lohr at Shortwave Fete

LENOX R. LOHR, president of NBC, was one of the principal speakers March 2 in the inaugural program opening the powerful shortwave station constructed by General Electric Co. on Treasure Island in San Francisco Bay. The inaugural marked the beginning of regular daily broadcasts by the 200,000-watt shortwave transmitter, W6XBE, which will be directed to South America and the Orient. The transmitter [BROADCASTING, March 1] broadcasts daily to Latin America from 3:30-7 p. m. (PST) and to the Orient from 4-7 a. m. W6XBE is the only international shortwave broadcasting station west of the Mississippi.

N. Y. Wine Account

EASTERN WINE Corp., New York (Chateau Martin wines), after a successful campaign of test programs on several local New York stations, has signed a 52-week contract with WHN, New York, for six quarter-hour news periods weekly, three quarter-hour musical programs, and 36 spot announcements weekly. Other local stations will be added in the future. Austin & Spector Co., New York, handles the account.

KOIN, Portland, Ore., furnished talent for 14 shows during the three-day convention of the Western Retail Lumbermen's convention the week of March 6. Joseph Sampietro, KOIN music director, was in charge of the entertainment.

Paramount Plans Televised Trailer

Would Use Special Process in Making Television Films

INTEREST of Paramount Pictures, Hollywood, in television is taking definite shape. Under its affiliation with Allen DuMont Television Co., Paramount plans to use the new DuMont transmitter now being tested at Montclair, N. J., and to merchandise its pictures through television trailers, according to Neil Agnew, vice-president in charge of sales. Other telecasters throughout the United States will be used, he announced.

Proposed trailers will differ materially from those now used in motion picture houses. A specially processed "television" film developed by Paramount's laboratory will be utilized, and trailers will be somewhat longer. Paramount is keeping its film experimenting with television closely under cover in hopes that it will be first on the market with a scientifically correct product. Trailers on Cecil B. De Mille's current production, "Union Pacific", and the Claudette Colbert-Don Ameche picture, "Midnight," are being considered as initial subjects for televising.

Foresees 100,000 Sets

Stanton Griffis, chairman of Paramount's executive committee, in a recent talk stated that he believed there might be 100,000 television receiving sets in this country in use within the next 12 months. If this estimate is correct, Paramount plans to "cash in" on the general public's vast television curiosity by supplying these special trailers to transmitting stations now in operation or in construction throughout the country, thereby effectively selling its product through this medium for the benefit of exhibitors.

"With the erection of new television transmitters at various points throughout the country and the ever-increasing number of television receiving sets going into the homes of the nation, it is obvious that the transmitting stations will be clamoring for entertaining material," Mr. Agnew pointed out in announcing this radical departure.

These broadcasting stations are all going to produce televised programs of some sort. We believe that we should take advantage of this situation to help our exhibitor-customers by presenting interesting and intriguing trailers of our more important pictures which will accomplish the double purpose of satisfying the public curiosity on television and whetting the same public's appetite for the motion pictures from which these trailers will be adapted."

Absorene Spots

ABSORENE MFG. Co., St. Louis (wall paper cleaner, HRH paint cleaner), has placed minute discs on KLZ WMBD WHBF WCBS WIND WIBC WSBT KSO WAVE WWJ WOOD WTCN WHB KMBC KOIL WCPO WNOX WMPS WLAC KXA WKBH WMAQ WJJD KSD. Spot announcements are to be placed on additional stations. The firm, a spot advertiser for many years, is using discs for the first time, the 52-time disc schedule having started March 6 to run through May. Agency is Ross-Gould Co., St. Louis.

Right to Appeal FCC Rulings Argued

Dempsey Takes Radical Stand in Arguing Before Court

WHETHER there can be unlimited competition among broadcast stations by licensing of new outlets without regard to the plight of existing stations in the same communities may rest upon rulings expected soon from the U. S. Court of Appeals for the District of Columbia.

Novel arguments raised by William J. Dempsey, recently appointed FCC general counsel, and his chief assistant, William C. Koplovitz, involving fundamentals in regulation of broadcasting, were argued before the court March 7-8 in two cases. Similar issues raised in the so-called El Paso case, were argued March 10.

The zest with which members of the court questioned FCC and opposing counsel on the jurisdictional issues indicated the tribunal will write new radio law in settling these points, which involve motions to dismiss appeals essentially on the ground that the protesting parties have no appealable interest. The cases involve appeals by WAAB and WCOP, Boston, and WLAC, Nashville, from the FCC grant authorizing WMEX, Boston local, to operate on 1470 kc. with 5,000 watts power, and the appeals of KSFO, San Francisco, and CBS from the FCC decision denying the network's application for transfer of the license under lease.

A Protected Monopoly?

Mr. Dempsey argued that the basic issue, economically, was whether Congress intended to create "a protected monopoly" in the broadcasting field by preventing unrestricted competition. He said that broadcasting is not in the public utility field and not subject to rate regulation but that protection against competition among the public utilities inevitably results in an accompanying regulation of rates.

Equally significant was his contention—which caused a lifting of eyebrows on the bench—that the Commission's regulatory interest does not go beyond issuance of the license and that it had no interest whatever in the amount of advertising which may be sold by stations and their ability to withstand competition of other stations or other advertising media.

Despite previous court decisions holding that the ability of existing stations to serve public interest depends upon their ability to make a reasonable profit, Mr. Dempsey said the Commission's concept of the law was that other stations in a community have no right to participate in hearings before the FCC involving grants of new station facilities in their markets.

In the KSFO case the Commission contended through Assistant General Counsel Koplovitz that the appeal should be dismissed since it was improperly taken. Moreover, he argued that the case was "moot" since the CBS contract to acquire KSFO had expired by its own terms.

WHEN the Golden Gate International Exposition officially opened last month, the networks were there to cover the event for a nationwide audience. Here a CBS crew is standing by for the pickup from the bomber circling over Treasure Island. Seated is Paul Pierce, CBS producer. Standing (l to r) are Bob Garred, announcer; Fox Case, CBS Pacific director of special events; J. C. Morgan, KSFO program director; L. V. Howard, technical director, and Joe Walters. announcer.

The arguments marked the first formal appearances before the court by the new Dempsey-Koplovitz team. Because of the significance of their contentions, a large group of Washington's legal radio fraternity attended. Three of the five Justices of the court—Chief Justice Groner and Associate Justices Stephens and Miller—heard the argument March 7-8.

Counsel arguing for the appellants included Frank Roberson for WAAB; Ben S. Fisher for WCOP; Arthur W. Scharfeld for WMEX and KTSM; Paul D. P. Spearman for WLAC; Duke M. Patrick for CBS, and Stuart Sprague of New York for KSFO.

The broad question of the court's jurisdiction to entertain appeals involving not only the economic issue but also other FCC actions is raised in several other pending cases which await argument or decision. In the case of WKBB, Dubuque, decided Jan. 23, the court held the FCC legally bound to make appropriate finding as to economic injury. In this opinion, it reversed the FCC decision granting the application of the *Telegraph-Herald* for a new station in Dubuque. The FCC has pending before the court a motion for rehearing of this case. Should the court deny this motion, it would have a bearing on all of the cases involving this issue, since the point is raised in it.

The El Paso Case

In hearing oral arguments on the appeal of KTSM, El Paso, from the FCC decision authorizing Dorrance Roderick, publisher of the *El Paso Times*, to establish a new station in that city, two new justices of the court sat. Justices Vinson and Edgerton replaced Justices Stephens and Miller to hear the arguments, with Chief Justice Groner presiding.

Mr. Dempsey raised the same issues in connection with appealable interest in arguing the case, declaring that KTSM relied upon the question of new competition which would be brought about by the Roderick station. He declared it was the intention of Congress to preserve competition and not regulate it in enacting the Communications Act.

Mr. Dempsey also argued that the Commission is not required to issue findings of fact, pointing out that in the last year it has issued over 41,000 licenses. Admitting that most of them dealt with amateur authorizations, he said nevertheless that if it must make findings in one classification, it must follow the same course in all others.

Chief Justice Groner interjected that the court has said in several cases very emphatically that there must be findings of fact and declared that perhaps the Commission "assumes too much" in contending it is not required to have hearings or issue findings. Justice Vinson participated actively on the right of hearing and the right of intervention by parties in interest. He observed that the Commission must admit it has been wrong in permitting interventions if it now claims it is not required to do so.

Mr. Scharfeld, counsel for KTSM, argued that the Commission erred not only in its failure to hear oral argument after membership of the Commission had changed by virtue of abolition of the Broadcast Division, but also failed to heed the mandate of the court which originally had reversed and remanded a decision granting the Roderick application. Regarding Mr. Dempsey's contention of no right to intervene and of no appealable interest, he pointed out that the Commission's regulations prescribed those specific courses and that he did not assume the Commission counsel now was holding that its regulations are invalid.

No Advertising Licenses

It was evident as soon as Mr. Dempsey began arguing the first case—WMEX—that the court proposed to go deeply into the appealable rights of stations on economic and other grounds. Immediately after Messrs. Roberson, for WAAB, and Fisher, for WCOP, had opened arguments raising virtually identical competitive issues and also challenging the financial responsibility of WMEX, Mr. Dempsey made his contention of no appealable interest.

Explaining that the FCC had granted the WMEX application without hearing but afterward, on motion of the appellant stations, had held a hearing, he asserted that the Commission's grant was based on need for the service in the Boston area.

Questioned by Justice Miller, Mr. Dempsey said he did not believe there was any difference economically in the competitive situations affecting radio stations than those that affect the selling of advertising for competitive newspapers. The Commission merely issues a license for operation, not for the sale of advertising, he said. Simply because a station would suffer competition, he argued, does not give it grounds upon which to appeal to the courts.

When the General Counsel argued that even if existing stations were "destroyed" because of increased competition there would be no appealable interest, Justice Stephens inquired what recourse stations might have if the Commission let in enough new service to destroy existing services. Mr. Dempsey held that he felt the law was clear and that a change in law was the only recourse.

Chief Justice Groner, along with Justices Stephens and Miller, participated in the cross-fire. Justice Stephens indicated the Supreme Court has held to the contrary in analogous cases but pointed out that while the Constitution does not guarantee against competition, it does against arbitrary action.

Resuming his argument March 8 Mr. Dempsey found all three of the sitting Justices plying him with questions. Broadcast advertising, Mr. Dempsey held, is only one phase of the advertising business and consequently nothing the Commission could do could have any bearing upon the advertising situation as a whole. Asserting he knew of nothing in the law which would abrogate the rule of competition in advertising, he said there is no protection against competition from broadcasters or from other advertising media which could be applied.

Denies Actual Losses

In addition to the question of the court's jurisdiction on economic phases, Mr. Dempsey said that even admitting the cases were properly before the court on economic grounds, WAAB and WCOP had failed to show they will suffer any damage. He held that WCOP has only been operating for a comparatively short time and that few if any stations earn a profit immediately after they begin operation. As for WAAB, he said that while the station alleged a loss of $23,000 over a 34-week period, the Yankee Network also operated WNAC in Boston and he believed that the company's books would show that the organization as a whole did not lose money.

Coming to his second contention that it is unnecessary for the FCC to make findings in cases, Mr. Dempsey said that while this may be regarded as a radical position, he felt it has its substance in the law. Both WAAB and WCOP were granted licenses originally without hearings. There is no right anywhere in the statute to give anyone other than the applicant the right to appeal, Mr. Dempsey contended. Beyond that, he argued that only the applicant has the right to be heard in proceedings before the FCC.

"Then he has no status anywhere and whatever right he has is subject only to the whim of the Commission?" inquired Chief Justice Groner. Mr. Dempsey insisted that other parties could not insist upon a hearing before the FCC but that they could seek to procure jurisdiction in the court on other grounds. Justice Miller observed that such an effort would appear to be futile, in view of the failure to participate before the FCC.

Pointing out that parties have intervened in proceedings before the FCC, Justice Miller asked whether this was not a "matter of grace". Mr. Dempsey, however, maintained that other parties have no legal rights before the FCC and that they were entitled to proceed before a court of equity.

Rate regulation was touched upon both by the court and Mr. Dempsey. Pointing out that the Act itself prevents rate regulation, Mr. Dempsey asserted that in the case of utilities, rates are fixed in return for property taken for public use. There is no parallel in the case of radio, he declared. Moreover, he said, there is no regulation that prevents a station from selling "every minute of its time".

Types of Programs

Justice Miller inquired whether a station would lose its license if it broadcast only commercial programs. Mr. Dempsey replied that the Commission cannot voice objection to profits earned by stations or losses sustained by them but that it is required to assure public service.

Justice Miller said he construed it to be the purpose of the Act to give community service and that, in his opinion, it does not mean exclusively commercial programs.

Justice Stephens commented that the law is designed to "protect the public against getting so much service that none of the service will be any good." He inquired whether the hearings incident to the enactment of the Communications Act indicated the intent of Congress.

Arthur W. Scharfeld, as counsel for WMEX, intervenor in the case, contended there had been no showing that either WAAB or WCOP will lose additional money by WMEX's increase in status. He said such a showing was essential to prove an interest on the part of the appealing stations.

Taking up the argument for WLAC, Mr. Spearman first commented on Mr. Scharfeld's reference to the Boston stations. He said that during the hearings Mr. Scharfeld had objected to the introduction of testimony of the very character he mentioned as being essential in order to show an interest and that the Examiner had sustained him.

As to WLAC, Mr. Spearman pointed out that the station, operating on 1470 kc., would suffer curtailment of service with WMEX on the frequency. He displayed a contour of WLAC's coverage, which drew a prompt objection from Mr. Dempsey.

Mr. Spearman argued the FCC has not adhered to definite engineering policies with regard to protection of station coverage and that a vast southern area would be deprived of service through WMEX's operation on the frequency.

Answering Mr. Spearman's argument, Mr. Dempsey said there had never been a single case of protection of a station beyond its one millivolt contour. He said there had been no proof of WLAC's secondary service and that, as a matter of fact, only clear channel stations are recognized by the FCC as having such service.

Insisting the court had no jurisdiction and that WLAC had no appealable grounds, Mr. Dempsey said that even if interference is set up, WLAC has no right to claim such protection.

Protected by Monopoly?

At this point Mr. Dempsey raised what appeared to be the high spot of his argument, asserting that the question is whether Congress intended to create a "protected monopoly in the broadcasting field." The Commission has not proceeded on that theory, he said.

If the Commission is wrong in its interpretation, he declared the court should so advise it. Reverting to his earlier theme, he said the Commission has no power to regulate competition in the broadcasting field.

After reading the broad provision of the Act permitting appeals by parties aggrieved by FCC actions, Justice Stephens asked Mr. Dempsey whom should be included in that broad category. He pointed out, moreover, that language used by Congress was lay rather than legal and appeared to be very broad.

Mr. Dempsey said he did not know what groups could be encompassed in that field.

Justice Stephens called on Mr. Spearman to give his views on the intention of Congress. Mr. Spearman said Section 1 of the Communications Act provides for FCC regulation of broadcasting and declared that a station cannot operate in an effective manner if the Commission allows indiscriminate competition. Senator Dill, he said, as chairman of the Senate Interstate Commerce Committee at the time the 1934 Act was written, asserted during the hearing that the purpose of the general appellate clause was to insure the right of appeal by all aggrieved parties and that it was a "studied effort to make it all-inclusive".

Right of Appeal

FCC Assistant General Counsel Koplovitz, in making his first argument before the court, urged it to grant the FCC motion to dismiss the appeal of KSFO from the decision denying transfer of the station by lease to CBS.

Pointing out that the FCC had denied the transfer on Oct. 18, 1938, he contended the action was such that no appeal is authorized under the law. Beyond that, he contended the transfer contract, by its own terms, was void and that even should the court remand the case to the Commission it would have nothing upon which it could act. He based this on the contention that the contract between KSFO and CBS provided that unless action was taken by June 1, 1938, it should expire by its own terms.

Mr. Koplovitz said the White Bill (S-1520), now pending in the Senate, carries a specific provision for appeals from denials of transfers. Thus, he contended, such appeals are not permitted under the law at the present time and it would need a new congressional enactment.

Mr. Patrick, counsel for CBS, disputed the FCC's contention of no appealable right. He said there was nothing "sacrosanct" about the transfer and that the only factor involved is that of serving public interest. If the new licensee is properly qualified to take over the station operation, he said, the requirements of the law are met.

As counsel for KSFO, Mr. Sprague contested the FCC contention that the transfer is "moot", asserting the contract between CBS and KSFO remains in effect until all rights of appeal are exhausted. The two companies have so agreed, he said.

Arguing that the appeal is proper under the law, he declared that Congress intended that there be appeals from transfer cases. He challenged the FCC contention that the appeal should go to a statutory three-judge court rather than to the Washington court, pointing out that great expense would be entailed by the FCC in dispatching attorneys for arguments in the field.

In rebuttal, Mr. Koplovitz asked for dismissal of the appeal, reiterating that even if the case were remanded there would be nothing before the Commission upon which it could act, since the transfer contract had expired by its own terms. He contended that the case involving WLOE, Boston, decided by the court some years ago, definitely settled the point that there is no appeal from the transfer of a license—a contention which was disputed both by CBS and KSFO counsel.

next time, try the train

. . . YOU CAN'T GET HERE WITH NETWORKS

The vast area* served by Radio Station WTBO is isolated from the regular service of any network outlet regardless of power or location.

To do an effective sales and distribution job in and around Cumberland, you, too, will find that WTBO is a must medium for National Advertisers.

(*) *98,400 Radio Homes.*

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Cumberland, Maryland

NO NETWORK STATIONS SERVE THIS CITY !

800 Kc. *Clear Channel* 250 WATTS

National Representatives: JOSEPH H. McGILLVRA

B & W Tobaccos Widely Promoted

Four Products Now Covered In National Radio Drive

BROWN & WILLIAMSON Tobacco Corp., Louisville, is extending the radio promotion of four of its products—Big Ben pipe and cigarette tobacco, Wings cigarettes, Bugler cigarette tobacco, and Avalon cigarettes.

The company will sponsor Paul Sullivan, newscaster, on WHAS, Louisville, for Big Ben tobacco, starting about May 1, it has been announced. He is to be heard on WHAS six nights weekly, 10-10:15 p. m.

On CBS-Pacific network, John P. Hughes, West Coast news-commentator, is to begin a new program of sports and news comments on March 19, for Wings. The new Wings program will be carried on stations in Los Angeles, San Francisco and Fresno, Cal.; Portland, Ore.; Tacoma, Seattle and Spokane, Wash., and heard Sunday, Tuesday, Wednesday and Friday, 9:45-10 p. m. Under daylight-saving time, starting May 1, the broadcast time will be 8:30-8:45 p. m. (PST), on Monday, Tuesday, Wednesday and Friday. Wings also will sponsor Dan Bowers, sports commentator, five nights weekly, 9:45-10 p. m. (PST), Monday through Friday, on KFSD, San Diego.

Bugler tobacco's *Plantation Party*, heard on NBC-Red and Blue, Fridays, 9-9:30 p. m., was expanded to 64 stations March 10. Stations were added in the Southeast Red and North Mountain groups, and in Pennsylvania, Michigan, Iowa and New England.

With the opening of the baseball season, Avalon cigarettes are placing sportcasts running up to six quarter-hours weekly on stations in major markets. Already set are WWJ, Detroit; WABC, New York; KOA, Denver; WBT, Charlotte, and WMAQ, Chicago. Others will be added. Announcements during and following baseball broadcasts have been set for Colonial Network stations, with other markets carrying minute and half-minute transcribed spots. These additional broadcasts will supplement the *Avalon Time* show on NBC-Red, expanded and moved on March 11 into the Fred Waring spot, 8:30-9 p. m. Saturdays. Russell M. Seeds Co., Chicago, handles all four B&W accounts.

New *Circle* Writers

WITH Robert Colwell and Tiffany Thayer transferred from the New York offices to the Hollywood staff of J. Walter Thompson Co. and assigned to collaborate on scripts of NBC *Kellogg Circle*, sponsored by Kellogg Co., it is expected that the weekly program will undergo a change in format. George Faulkner, who formerly headed the *Circle* writing staff, has been granted a vacation after which he will report to the New York office of J. Walter Thompson Co. and probably take over his former assignment as writer of the *Rudy Vallee* show. Colwell is also account representative for J. Walter Thompson Co. on Standard Brands Inc. Thayer has written scripts for various programs handled by the agency's New York office.

PAUL BUNYAN, Gargantuan legendary hero of the Northern lumberjacks, was the man who stripped the Dakotas of their timber, dug the Great Lakes and with the dirt thrown over his shoulders built the Black Hills. So it was natural that when Bemidji, Minn., in the heart of the timber country, staged a Paul Bunyan Winter Carnival, WDAY, Fargo, should send News Editor Millard John Newkirk and remote crew to cover the event. At left is an effigy of the redoubtable Paul; at right is one of Babe, his Big Blue Ox whose horns measure seven axhandles and a plug of tobacco from tip to tip. Below Babe are ranged (l to r) Operator Juline Savold, Salesman Robert Smith, Program Director Ken Kennedy, Mr. Newkirk and two officials of the carnival.

WOR-WGN-WLW OPEN FACSIMILE NETWORK

THE first network facsimile broadcast took place on March 11, at 2:30 a. m. (EST), with WOR, Newark, WGN, Chicago, and WLW, Cincinnati, broadcasting an hour program. Twenty-minute periods originated at WOR, WLW and WGN successively. Following this test program, the three-station network plans to broadcast regularly each Saturday morning from 2 to 3:30 a. m., beginning March 18. The stations will alternate in sequence as each presents its 30-minute contribution to the program.

Plans for the formation of this pioneer experimental facsimile network, which will be called the Mutual Facsimile Network, were completed March 7 in Cincinnati, when technical officials of the three MBS affiliate stations announced the new service, which will be extended to all MBS stations for facsimile broadcasting if present plans materialize. Tests are being conducted with the Finch system. Approximately 1,000 facsimile receivers are in operation within the primary service areas of the three stations, according to the announcement.

Attending the conference were Powell Crosley III, James D. Shouse, vice-president, R. J. Rockwell, chief engineer, and W. Guenther, of WLW; J. R. Poppele, chief engineer of WOR; Carl Mvers. chief engineer of WGN; Fred Weber, general manager of MBS.

EXPERIMENTAL facsimile broadcasts over WHO, Des Moines, went on a three-a-week schedule March 1. Facsimile is now presented on Mondays from midnight to 1 a. m. and Wednesdays and Fridays from midnight to 12:30 a. m. under direction of Paul Loyet, chief engineer. Frank Pierce and John Beeston, engineers, devote their entire time to facsimile development. News copy is prepared in WHO's news room by Len Howe under the direction of H. R. Gross, WHO news editor.

GOLD-PLATED microphones are being prepared by the Canadian Broadcasting Corp. for use by the King and Queen during their forthcoming Canadian tour.

Love on the Court

FOR PERHAPS the first time in New York broadcasting, one major station directed its listeners to tune in on a rival, when WOR, Newark, taking advantage of last-minute availability for broadcast of the Don Budge-Fred Perry professional tennis match in Madison Square Garden March 10, brought a play-by-play description to its listeners and MBS, from 9:30 to 10 p. m. Unable to continue the sports description, WOR announced at the 10 o'clock switch that the remainder of the match could be heard on WJZ, New York, NBC-Blue key station which then started its broadcast and was the only local station on the air from the Garden. Other MBS stations still received an account through WOR's pickup facilities.

Praise from a Briton

THE American system of radio was highly praised by George P. Simon, advertising director of the *London Daily Telegraph* and *Morning Post*, who discussed the impressions of his first visit to the United States on NBC, March 10. "The development of radio in the American continent for advertising purposes is a phenomenon positively startling to an Englishman coming from a country where the BBC has the sole care of time on the air and advertising is strictly prohibited," said Mr. Simon. "The multiplicity and variety of your programs is no doubt due to this development. The speed and dexterity with which so many programs are dealt is a pattern of business efficiency combined with the maximum of taste."

BLEVINS DAVIS, of the NBC Education Division, announces that Part II of the *Great Plays Study Manual* is now available at 10 cents. Part I is already exhausted but is available for study at most public libraries.

GOMER BATH GIVEN CODE TASK BY NAB

Mr. Bath

GOMER BATH, assistant manager of WMBD, Peoria, Ill., on March 10 began preliminary work at NAB Washington headquarters on industry program policies and standards of practice to be considered by the Committee on Program Self-Regulation, which meets in New York March 23. At the request of NAB President Neville Miller, Mr. Bath was detailed to Washington by Edgar L. Bill, president of WMBD, for the work.

Because of WMBD's comprehensive work on program policies, Mr. Bath was selected for this preliminary assignment. He will examine proposed standards presented by individual stations and networks and whip them into shape for committee consideration. Members of the committee include Mr. Bill; E. B. Craney, KGIR; Walter J. Damm, WTMJ; Earl J. Glade, KSL; Herb Hollister, KANS; Edward Klauber, CBS; Lenox R. Lohr, NBC; Paul W. Morency, WTIC; Samuel R. Rosenbaum, WFIL; Theodore C. Streibert, MBS and WOR; Karl O. Wyler, KTSM.

Abolition of $2.50 Fee For Canadian Listeners Is Sought by Parliament

WITH the April 1 beginning of a new Canadian fiscal year close at hand, government members of the Parliamentary Radio Committee are urging the abolition of the annual $2.50 listener license fee and the payment of CBC expenses from the consolidated revenue fund. The demand was made at Ottawa March 10, and Transport Minister Howe, under whose department comes radio, asked the committee to make its decision by March 25 inasmuch as new licenses, already printed, go on sale April 1.

The demand by Government supporters on the committee, 17 out of 23, was on the ground that the collection of the radio license fee is prejudicing the interests of the CBC. The radio license fee is the most disliked tax in Canada, because in the United States listeners do not have to pay for listening.

L. W. Brockington, CBC chairman, told the committee on March 10 that CBC wants all political and quasi-political parties to have free time on the air to discuss their views. He said the CBC is being flooded by requests for time on the air by all sorts of organizations and is taking up the matter with the political parties. He announced the CBC would allow the *Toronto Globe & Mail* a national network March 15 to air the first mass meeting at Toronto of the newspaper's Leadership League, which resulted from the nationally spotted transcribed talks by Publisher George McCullagh who was refused a national CBC or private network, and so brought about the Parliamentary inquiry into CBC muzzling of the air. MacLaren Adv. Co., Toronto, confirmed the fact that the network was signed for March 15.

Yardstick Planned In Juvenile Field

Women's Groups to Suggest a Formula to Broadcasters

EXTRACTION of the scare element from children's programs was the topic of a conference in New York March 7 called by several national women's organizations and participated in by representatives of broadcasters, agencies and advertisers.

Called at the joint invitation of four leading women's organizations, the group was told of the support of commercial broadcasting by the organized womens' groups but also emphasized was the desire to elevate the quality of juvenile presentations. On motion of Arthur Pryor., Jr., vice-president of BBDO, in charge of radio, the group will present a suggested "yardstick" to the NAB Cole of Ethics Committee which meets in New York March 23.

FCC Chairman Frank R. McNinch, it was learned, was to have addressed the women's group March 10, but pressure of Washington business forced a postponement. He may address the women March 17.

Concessions Are Possible

The invitation was issued by Mrs. Harold V. Milligan, radio chairman of the General Federation of Women's Clubs and of the Women's National Radio Committee; Miss Dorothy Lewis, secretary of the New England Women's Assn.; Mrs. William H. Corwith, chairman of the American Legion Auxiliary, and Mrs. Nathaniel Singer, president of the United Parents Assn. Also present was Mrs. Sadie Orr Dunbar, president of the General Federation, along with representatives of other national women's organizations, Girl Scouts and publications in the field.

After Mr. Pryor's suggestion, Mrs. Milligan announced she would appoint a committee representing the four women's organizations to report on the sessions to the NAB committee. John Benson, president of the American Association of Advertising Agencies, will name an AAAA representative while Frank E. Mason, NBC vice-president, will represent that organization on the committee and E. N. Kirby, NAB public relations director, will represent NAB President Neville Miller.

Others present from the industry March 7 included Gilson V. Gray, CBS commercial continuity editor, and Julius Seebach, WOR program director, also representing MBS. Several other agencies and the Wheatena Corp. were represented.

It was pointed out that if children's programs were made to follow a definite formula, with the "blood and thunder" element removed, the women would be in a position to make concessions to sponsors and perhaps promote listening to those programs through their regularly distributed literature to housewives.

DR. W. B. CALDWELL Inc., Monticello, Ill. (Syrup of Pepsin) has been ordered by the Federal Trade Commission to cease allegedly false claims for the product.

New Florida Station

THE FCC on March 13 affirmed its "findings of facts and conclusions" of Jan. 30 and granted the application of John T. Alsop Jr., former mayor of Jacksonville, now a public relations consultant, for a new 100-watt fulltime station on 1500 kc. in Ocala, Fla. The grant was the first under its new procedure eliminating an examiner [BROADCASTING, Feb. 15]. No opposition to the grant was filed, and it became effective March 14.

LOCAL MONOPOLY ALLENTOWN ISSUE

ANOTHER "test case" on "local monopoly" in public opinion was docketed for hearing by the FCC March 13 after an internal fight over the so-called "Allentown case" under which the *Allentown* (Pa.) *Call's* WSAN would be merged with the independently-owned WCBA. The stations share time on 1440 kc.

Involving no cash consideration, the transaction, which has been pending since 1936, would give the newspaper organization 60% control, Rev. B. Bryan Musselman, owner of WCBA, retaining 40%. Rev. Musselman is now manager of both stations and the consolidation was designed to provide the Allentown area with more efficient service.

Commissioners Case and Craven dissented, with Commissioner Brown not participating. The hearings will be held in Allentown if the Commission's budget permits. The Commission majority stated the applications were designed for hearing "to determine whether the granting of the applications to consolidate the two existing stations would result in, or tend toward a monopoly in radio broadcasting in Allentown and its immediate environs, and to determine if the operations of the stations" by the newspaper would be in the public interest. The newspaper publishes the only morning and evening editions in the city.

New WRAL Control

CONTROL of the new WRAL, Raleigh, N. C., authorized for construction last July by the FCC, to operate with 100 watts night and 250 day on 1210 kc., was transferred to A. J. Fletcher, Raleigh attorney, by action of the FCC March 13. The station is expected to start operating about March 15. Mr. Fletcher acquired the 40 shares owned by Earl O. Marshburn, attorney, and the 35 owned by H. E. Satterfield, professor of engineering at the University of North Carolina, bringing his holdings to 105 of 150 shares. George T. Case, formerly with WDNC, Durham, N. C., will be assistant manager of the station.

AN INCREASE in fulltime power from 500 to 1,000 watts on 1440 kc., was granted KELA, Centralia, Wash., in an FCC decision March 13. On the same date the Commission authorized WHAI, Greenfield, Mass., 250-watt daytime station on 1210 kc., which began operating last May, to operate fulltime with 100 watts night and 250 day. Both decisions are effective March 20.

Mexican Decision On Pact Imminent

AN EARLY "decision" by the Mexican Government on the North American Regional Broadcasting Agreement is foreseen in diplomatic circles, according to advices from Mexico City.

Word was forthcoming that the Mexican Minister of Communications has implied a March 22 "deadline" on the treaty and that definite action will be taken by that time. Embodying the basic plan for a reallocation of the 106 channels available for distribution on the North American Continent, the agreement requires action by the Mexican Government before it can become effective one year from that date. Canada, Cuba and the United States already have ratified the treaty and Mexico simply has to signify its intention of ratification for the effective date to be set.

Last fall the Mexican Senate declined to ratify the treaty, on the purported ground that it was not in the best interests of the country. Since that time, however, conversations with the Mexican Minister of Communications have tended toward an amicable adjustment through ratification by an administrative agreement with ultimate reconsideration by the Senate, now in recess. The new word is that serious consideration is being given the pact, with the outlook most encouraging.

Hastings, Neb. to Apply

ARTICLES of incorporation have been filed in Nebraska for a new corporation, with an authorized capital stock of $50,000 and paid-in capital of $32,000, which will apply to the FCC for a new local station in Hastings, Neb. Assisting in the project and one of the stockholders is Lloyd C. Thomas, until recently manager of WROK, Rockford, Ill., who at one time was secretary of the Hastings Chamber of Commerce and managed the original Westinghouse station in Hastings in the early days of radio. Several dozen local citizens are listed as incorporators and stockholders, including Fred A. Seaton, publisher of the *Hastings Tribune*.

DOES YOUR STATION NEED A STIMULANT?

Is your sales volume below par because of a competitive condition?

Do your local programs lack punch and pulling power?

Briefly:—

DO YOU WANT A STATION MANAGER WITH RADIO EXPERIENCE AND A SOLID BUSINESS BACKGROUND WHICH FITS HIM TO DEVELOP WELL-PLANNED SALES CAMPAIGNS BASED ON RESULT GETTING MERCHANDISING METHODS.

Such a man is available. The following qualifications can be elaborated upon in an interview:

1—Proven success with a Major Network Supplementary in an important industrial center. Responsible for excellent Network business and local and national spot sales.

2—Is a live wire with solid business background. Is tactful and has originality and outstanding personality. Makes friends easily.

3—Was Merchandising Manager—Advertising Manager and Sales Manager for two of the largest industrials in the country prior to going into Radio.

TO STATION OWNERS:—

Write Box A295 for references, and detailed information on ability and character.

CKLW **leads!**

A recent survey (week of January 23, 1939) made at the request of a Detroit Station to determine morning time preference shows CKLW leading in *all* fifteen-minute periods except *one*.

CKLW

5000 WATTS

DAY and NIGHT

Second in Power in the Detroit Area

XUM

Nehi Series on CBS

NEHI Inc., Columbus, Ga., on March 31 will sponsor Robert Ripley and his *Believe It or Not* stories on a new program for Royal Crown Cola on 77 CBS stations. The program will feature guests invited by Mr. Ripley to act as evidence for his stories, B. A. Rolfe's orchestra with the Men-About-Town quartet, and will be heard on Fridays, 10:30-11 p. m. BBDO, New York, is agency.

Sears Takes *Clock*

SEARS, ROEBUCK & Co., Chicago (for retail stores), on March 20 starts sponsorship of the *Musical Clock* on WBBM, that city, six mornings weekly, 7:30-8:30 a. m. The show recently concluded nine years on WBBM under sponsorship of Marshall Field & Co. Miss Halloween Martin, who has been featured on the program since its inception, will continue as mistress of ceremonies. McJunkin Adv. Co., Chicago, handles the account.

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They Never Miss . . .
Station owners, managers, sales managers and chief engineers comb every issue of BROADCASTING.

RCA
WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
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A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

Mouths of Babes

WHILE conducting a weekly sponsored kiddies' amateur program on WHLS, Port Huron, Mich., Bill Rice, announcer and "Uncle Bill" of the program, recently was stopped in his tracks by a six-year-old guest. Rice asked her to dedicate her song, and when she replied, "I dedicate this song to my mother and father, who are celebrating their first wedding anniversary today," Rice just blinked, his neck reddened, and he said simply, "Go ahead"!

Scholl Starts Test

SCHOLL MFG. Co., Chicago (foot remedies), has started a test campaign of twice-weekly five-minute discs on WFBL, Syracuse, N. Y. Presba, Fellers & Presba, Chicago, handles the account.

Mars Signs on NBC

MARS Inc., Chicago, makers of candy bars, on April 10 will start a new audience participation show entitled *Dr. I. Q.* on 15 NBC stations, Mondays, 10:30-11 p. m. Stations include WOW, WENR-WLS, KWK, WTCN, WREN, WOWO, WEBC, KANS, WAVE, WSM, WDAY, KFYR, KOA and KDYL. Grant Adv., Chicago is agency.

Food Products Contest

TWO-WEEK contest to introduce Sweet Life and Jes-so food products will be conducted, starting March 20, on WNEW, New York, during the morning participating *Kitchen Kapers* program. The contest, sponsored by Sweet Life Food Products Corp., Brooklyn, offers a case of assorted canned goods to six daily winners who send in the best recipes "for preparing Sweet Life or Jes-so Products," accompanied by a label or facsimile. A grand prize of $100 goes to the final winner.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

NATIONAL RADIO EMPLOYMENT BUREAU wants experienced salesmen, announcers, operators and other employees, except talent. Complete information free. PARAMOUNT DISTRIBUTORS. Box 864, Denver, Colorado.

Situations Wanted

COMMERCIAL MAN anxious for permanent connection. Six years' national sales representative, transcription, local station production experience. Best references. Box A286, BROADCASTING.

Young man now employed as announcer desires change. Three years experience. Voice recording. Box A258, BROADCASTING.

EXPERIENCED ANNOUNCER AT LIBERTY. Available for interview. Write Box A280, BROADCASTING.

INSTRUCTOR - ANNOUNCER: Teach announcing, dramatics, produce programs. Studio-complete announcerial duties. Box A288, BROADCASTING.

Experienced Combination Operator and Announcer, First Class licensed, employed in small station, desires change. Will go anywhere. Box A294, BROADCASTING.

Radio operator holding first-class broadcast, second-class telegraph and amateur licenses desires position on station technical staff. Box A282, BROADCASTING.

Announcer wants position with small southern station. Recording of voice upon request. Small salary. Box A284, BROADCASTING.

SALESMAN, 30, available April 1st. Six years of successful experience in national sale and transcription field. Gilt-edged references. Box A290, BROADCASTING.

CHICAGO STUDENT - ANNOUNCER: thoroughly trained, some experience. Versatile. Age 26. Anywhere. Box A265, BROADCASTING.

SPORTS announcer wants BASEBALL assignment. Handle studio utility, references, recordings available. Box A252, BROADCASTING.

Desire radio operator position. Single, licensed, first class. Excellent references. Start immediately. Box A281, BROADCASTING.

Radio newscasts increasingly important. You've probably noticed you need combination editor-reporter, publicity, continuity writer. Years newspaper, also trans-radio experience. Box A293, BROADCASTING.

Sales Manager seeks location. Take charge advertising department larger station, complete charge smaller station. Ten years' outstanding sales record. Box A292, BROADCASTING.

Situations Wanted (Cont'd.)

Competent, capable, experienced engineer, ten years' experience, desires chief engineers position any station 5 Kilo. on down. Investigate. All replies held confidential. Box A285, BROADCASTING.

Production man, ten years' experience, production, programming, promotion, writing. Employed, but wants to make change. Married. Will accept small salary. Box A165, BROADCASTING.

ANNOUNCER-PRODUCER four years directing programs one company over selected stations, dissatisfied present announcing job. Will take anything offering promotion for progressive ideas. Box A291, BROADCASTING.

Chief Engineer: Two years experience, now employed, desires change to Northern station. Married. Graduate of accredited radio school. A-1 references. Box A287, BROADCASTING.

Eight years' experience regional and clear-channel stations; knows thoroughly every phase station operation. RCA trained, television. Desires executive position progressive market. Salary secondary. Now employed. References. Box A296, BROADCASTING.

ATTENTION local station owners: If conditions demand higher grosses, better programming, more efficient management investigate this experienced, capable individual. Employed. Box A283, BROADCASTING.

ANNOUNCER: With four years' experience, university training and graduate study plus copy writing experience, desires position with small, progressive station, preferably in midwest. Young, married, ambitious. Voice recording available. Box A289, BROADCASTING.

Schools

WRITING FOR RADIO

WRITERS: are your programs clicking? AGENCY MEN: why not learn how? ANNOUNCERS: prove more valuable! Home Study Course of Collegiate standing. Send for Circular B. Approved School. RADIO INSTITUTE OF AMERICA, 160 W. 73 St., New York City.

For Sale-Equipment

Field intensity meter—RCA 75B, latest model. Excellent condition, sacrifice for cash. Box A239, BROADCASTING.

For Rent—Equipment

Approved equipment, RCA TMV-75B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

Equipment

NBC recently completed installation of the new shortwave transmitter, WOEH, in Hollywood Radio City. Power for the new transmitter could be supplied within the Hollywood studios by the gasoline-driven emergency power unit, and in case of outside power failure, as was caused a year ago by the floods, the NBC networks could be served without a break by shortwave. A. H. Saxton, Western Division engineer, directed the installation, which will be used in event of a circuit break between Hollywood and San Francisco. The emergency power supply unit is designed to furnish power to handle all the broadcast equipment and lighting within the studios.

WITH RCA preparing for an initial production of about 10,000 television receivers for the New York market in connection with the introduction of public television at the World Fair, Francis H. Engel, for 16 years with the Camden laboratory and factory in various capacities, has been placed in charge of coordinating and planning development of television receivers.

THE TWO 460-foot radiators for the new CBC 50 kw. transmitters, CBK, Watrous, Sask., and CBA, Sackville, N. B., are the first guyed radiators designed in Canada, and were made by the Canadian Bridge Co., Walkerville, Ont. Both radiators have been patented, and are of triangular cross-section vertical design, having three sets of guys extending from the structure to heavy concrete anchorages.

J. NAT JOHNSON, head of the Chicago tower erecting company bearing his name, has returned from Grand Island, Neb., where he supervised erection of KMMJ's 325-foot Truscon tower located near Phillips, Neb.

LATEST RCA recording and broadcasting equipment will be featured at the first annual Southern California Commercial Sound Equipment Exposition, to be staged by Otto K. Olesen Co., Hollywood distributors, March 17-25. Exposition will be held at 1560 N. Vine St. Exhibits will also include television and lighting equipment, various types of microphones, booms and numerous other RCA commercial radio products.

WLNH, Laconia, N. H., whose wooden tower was leveled by the September hurricane, is erecting a new plant on the shores of Lake Winnisquam. It will consist of a transmitter house of Colonial architecture, housing a Gates transmitter, amplifier and associated equipment and a gasoline-driven auxiliary power supply of 9 kw. capacity. The antenna is a Truscon, 190 feet high. A new 20-B Gates studio console has been installed. All the work is being done under supervision of Manager Ed Lord.

AN RCA 100 kw. transmitter has been installed by the Norwegian Government at Vigra, and recently began operation on 629 kc. Standard Telephones & Cables, London, has received an order for a new 100 kw. transmitter, to cost about $300,000, including Standard Blaw-Knox antenna, from the Siamese Government.

KFYR, Bismarck, N. D., has purchased a new RCA distortion meter to be used at both studio and plant.

KERMIT TRACY, chief engineer for Arkansas Broadcasting Co., operating KLRA and KGHI, Little Rock, has completed extensive rebuilding of studios and control rooms for both stations.

WMBS, Uniontown, Pa., recently installed an RCA limiting amplifier.

KOY, Phoenix, has installed a new Collins audio limiter amplifier at its transmitter, under supervision of Chief Engineer Eugene Alden.

Norfolk Banter

DURING recent equipment tests on 5 kw. with the new RCA high-fidelity transmitter of WTAR, Norfolk, staff members presented an informal unscheduled program from 2 to 5 a. m., kidding each other about a "built" audience for the one-time program, how far their voices were reaching, et cetera. Surprise came when a deluge of letters, including some from Oregon, California and Bermuda, arrived at the studio the following week, saying that the writers liked the informality of the Norfolk program and wished it were presented more frequently.

Engineers in Conference

EXTENDING its sessions this year to six days, as against three in past years, some 50 engineers of Graybar, Western Electric and Bell Laboratories convened in New York March 13 for their annual sales-engineering meeting. New transmitting equipment and other new broadcasting apparatus as well as latest developments in broadcast engineering will be discussed during the session. The meetings will be held at Bell Laboratories in New York, at Whippany, N. J. and at the Graybar Building.

MAXWELL SMITH Co., Hollywood, manufacturers of custom built radio equipment, has announced a midget model remote amplifier, designed by Chief Engineer Leo Petroff. TR-4 ultra-portable amplifier weighs 7 ounces and is described as complete for use with low impedance, dynamic or ribbon microphones, with a maximum output of 12 db at 500 ohms. It is self powered. No technician is necessary for remote control broadcasts, the announcer simply fastening his wires on the telephone loops. It is especially designed for man-on-the-street broadcasts. When used with a lapel microphone it constitutes a pack which can be entirely hidden.

WDZ, Tuscola, Ill., has purchased an RCA 1-D amplifier which is being converted to a 1-DB to enable WDZ to broadcast on 1,000 watts.

FRANCE expects to have its new 450,000-watt Government-owned broadcasting station, to be known as the National Station of Allouis, on the air by mid-May, operating on the longwave of 182 kc. It will replace the 80,000-watt Radio Paris, now operating on that frequency, and will be the highest powered station in Europe with the exception of the 500,000-watt Moscow Komintern station.

"The Crystal Specialists Since 1925"

SCIENTIFIC
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS

Approved by FCC
Two for $75.00
$40 Each

Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—

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RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

KEY-STATION
Sound-Control
for
SMALLER STUDIOS

STUDIO A, Station WRNL, Richmond, Va. Working with Baskerville and Sons, architects, J-M Acoustical Engineers applied the perfect acoustical background for high-fidelity reproduction.

CONTROL-ROOM acoustical background exactly duplicates that in the studios. Transite Acoustical Panels provide perfect listening conditions . . . eliminate feedback . . . assure proper monitoring.

ALMOST every key station in the country assures high-fidelity reproduction with J-M Sound-Control Materials and Methods. And, to retain leadership in their respective territories, more and more other stations are turning to the leaders in sound-control for perfect acoustics.

In WRNL's new quarters, for example, J-M Engineers have eliminated reverberation and distortion in studios, transcription and control rooms—prevented outside noises from going on the air. As a result, reproduction is true and faithful . . . broadcast quality greatly improved.

If you are modernizing your present station or planning a new one, the J-M Acoustical-Engineering Service can help you. For details, write Johns-Manville, 22 East 40th Street, N.Y.C.

JM JOHNS-MANVILLE
Sound-Control Materials and
Acoustical-Engineering Service

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

MARCH 1 TO MARCH 13, INCLUSIVE

Decisions . . .

MARCH 6

WLTH, WARD, WBBC, Brooklyn — WLTH applic. to strike proposed findings of fact on behalf of WBBC be denied; that WLTH and WARD be allowed 15 days to file an answer to proposed findings of fact by WBBC; that WBBC be allowed 20 days to file reply to said answer.

WNLC, New London, Conn.—Granted mod. license D to unl.

NEW, Press-Union Pub. Co., Atlantic City—Granted CP 1200 kc 100-250 w unl.

NEW, W. C. Irvin, Amarillo, Tex.—Denied rehearing applic. 1500 kc 100-250 w unl.

WKEU, Griffin, Ga.—Denied CP move to Macon, Ga., use 1310 kc 100-250 w unl.

MISCELLANEOUS—WAWZ, Zarephath, N. J., granted mod. license to directional D; WSM, Nashville, granted extension facsimile; WFOR, Hattiesburg, Miss., granted CP increase D to 250 w; CBS, New York, granted auth. transmit programs to CMCK, Havana, etc.; NEW, WBEN Inc., Buffalo, granted facsimile license; CBS, New York, granted extension auth. transmit programs to Canada; NBC, New York, same; W9XER, Kansas City, W9XTA, Harrisburg, Ill., and W8XAI, Rochester, N. Y., granted temp. renewals, and set for hearing; WQDM, St. Albans, Vt., granted petition take depositions; NEW, Grant Union High School District, N. Sacramento, Cal., granted motion dismiss applic. CP without prejudice; WHDF, Calumet, Mich., granted continuance hearing to 3-22-39; WOOD-WASH, Grand Rapids, granted petition accept respondents answer re applic. Edward J. Doyle, Rochester, N. Y.; NEW, Northwest Bcstg. Co., Fort Dodge, Ia., granted order take depositions and waiver 25-day filing requirement; WSUI, Iowa City, Ia., granted continuance hearing to 4-17-39; WNAC, WAAB, Boston, reconsidered action setting renewals for hearing and granted same.

SET FOR HEARING — NEW, Oregon Bcstg. System, Grants Pass, CP 1370 kc 100-250 w unl.; WBRE, Wilkes-Barre, Pa., mod. license N to 250 w; KGLO, Mason City, Ia., CP change to 1270 kc 1 kw unl.; W9XER, Kansas City, CP increase power; WGBF, Evansville, Ind., CP change to 1250 kc 1-5 kw unl.; KFRU, Columbia, Mo., CP change to 1370 kc 100-250 w unl.; KXOK, St. Louis, CP change to 630 kc 1-5 kw unl.

MARCH 8

MISCELLANEOUS — WHBL, Sheboygan, Wis., granted license increase D to 1 kw; KGCA, Decorah, Ia., granted license use KWLC's transmitter; KDKA, Pittsburgh, granted CP move trans., new equip.; WRVA, Richmond, Va., granted license increase 5 to 50 kw; WMRO, Aurora, Ill., granted license new station 1250 kc 250 w D.

MARCH 10

MISCELLANEOUS—KVOX, Moorhead, Minn., overruled motion dismiss KOVC appearance; WOL, Washington, granted petition intervene applic. Lawrence J. Heller, Washington; WMEX, Boston, opposing counsel granted two weeks comply with rules, motion to strike proposed findings and conclusion re Central Bcstg. Corp., Worcester, Mass., placed back on motions calendar; KSAM, Huntsville, Tex., granted motion take depositions; KFIO, Spokane, Wash., granted dismissal without prejudice of CP change freq.; WJHP, Jacksonville, Fla., granted petition intervene applic. WMBR; WSPA, Spartanburg, S. C., granted petition intervene Spartanburg Adv. Co.; KMBC, Kansas City, granted petition intervene applic. WREN; WREN, Kansas City, motion dismiss KMBC petition to intervene overruled; WDAF, Kansas City, granted petition intervene WREN applic.; NEW, Central Bcstg. Corp., Worcester, Mass., overruled motion amend applic. CP and sustained opposition of WMEX, Northern Corp., WORC, Frank Kleindionst and C. T. Shorer Co.; WMBR, Jacksonville, Fla., granted order take depositions; NEW, Oregon Bcstg. System, Grants Pass, overruled petition continue hearing Southern Ore. Bcstg. Co.; KTAT, Wichita Falls, Tex., granted petition withdraw without prejudice CP move studio and trans. to Wichita Falls; KFJZ, Fort Worth, granted petition withdraw without prejudice applic. move trans. locally, new equip., etc.

MARCH 13

KELA, Chechalis, Wash.—Granted mod. license increase 500 w to 1 kw.

NEW, John T. Alsop Jr., Ocala, Fla. —Proposed findings of fact and conclusions adopted.

WHAI, Greenfield, Mass.—Granted mod. license increase to unl., 100-250 w.

WRAL, Raleigh, N. C.—Granted auth. transfer control to A. J. Fletcher.

WJBK, Detroit — Granted auth. move trans., radiator.

KELO, Sioux Falls, S. D.—Granted license increase D to 250 w.

WEMP, Milwaukee—Granted license increase D to 250 w.

KPQ, Wenatchee, Wash. — Granted license new trans.

WOOD, Grand Rapids; WXYZ, Detroit —Temporary extension licenses.

WTAR, Norfolk, Va.—Granted temp. auth. 5 kw N extended to 4-11-39.

WGST, Atlanta—Denied temp. auth. 5 kw N 30 days.

SET FOR HEARING — NEW, Brown Co. Bcstg. Co., Brownsville, Tex., CP 990 kc. 1 kw D; KGIR, Butte, Mont., mod. license N to 5 kw; WNBC New Britain, Conn., mod. license to 1 kw; WCBA, Allentown, Pa., vol. assign. license to Lehigh Valley Bcstg. Co.; WSAN, Allentown, vol. assign. license to Lehigh Valley Bcstg Co.

Examiners' Reports . . .

NEW, Sentinel Bcstg. Corp., Salina, N. Y.; NEW, Civic Bcstg. Corp., Syracuse; WHJB, Greensburg, Pa.—Examiner Berry recommended (I-763) that applic. Sentinel Bcstg. Corp. CP 620 kc 1 kw unl. be denied; that applic. Civic Bcstg. Corp. CP 1500 kc 100 w unl. be denied; that applic. WHJB CP increase to 1 kw unl. be denied.

Applications . . .

MARCH 1

KFIO, Spokane—CP new trans., change to 950 kc 1 kw unl.

WBTH, Williamson, W. Va.—Mod. CP new station for new trans., antenna.

KPQ, Wenatchee, Wash.—License for new trans.

MARCH 6

WCHS, Charleston, W. Va., CP increase 1 to 5 kw daytime.

WHK, Cleveland—Extension facsimile.

WTAQ, Green Bay, Wis.—License new trans., change antenna.

MARCH 7

WEAF, New York—CP new antenna, move trans. to Port Washington.

King-Trendle Bcstg. Corp., Detroit — Extension authority transmit programs to Canada.

WJLS, Beckley, W. Va.—License for new station.

WGRM, Grenada, Miss. — CP move trans., studio to Greenwood, Miss.

MARCH 10

NEW, Neptune Bcstg. Corp., Atlantic City—CP 1500 kc 100-250 w unl.

WELI, New Haven—Mod. CP change 900 kc to 930 kc 250-500 w.

WRDW, Augusta, Ga.—Mod. license N to 250 w.

MARCH 13

WDNC, Durham, N. C.—License for new trans., antenna, increase power.

KUTA, Salt Lake City—CP new trans., directional antena, chage 1500 kc 100 w to 570 kc 1 kw.

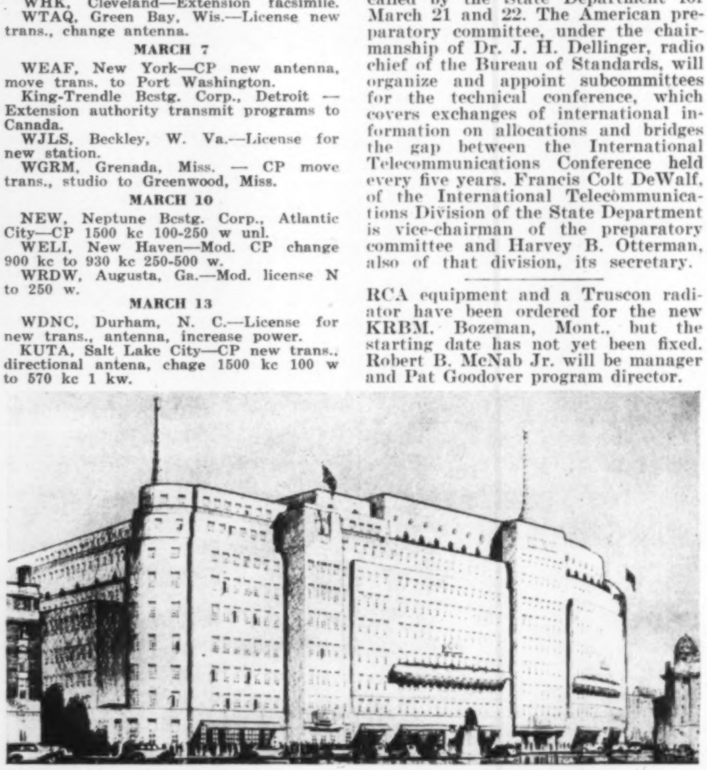
American Television Co. Televises an Operation

FIRST experiments of televising all details of an operation from the Israel Zion Hospital, Brooklyn, were conducted March 13 by engineers of the American Television Co., who recently installed an electric camera, similar to the type used in regular television broadcasts, over an operating table to enable medical students to observe more closely actual surgical technique. Details were transmitted by cable to an auditorium 500 feet away.

American Television Co. is also planning to hold television demonstrations in Bloomingdale's department store, New York, before April 1, by means of complete studio equipment called "tele-sale", which the company has installed in the store and hopes to sell to other stores throughout the country. Images of goods and displays for sale will be transmitted from a central studio to different departments of the store so that customers may see what the store has to offer and hear a description of the quality of merchandise televised on the screen.

PREPARATORY sessions for the fifth meeting of the International Technical Consulting Committee (CCIR), to be held in June, 1940, at Stockholm, Sweden, have been called by the State Department for March 21 and 22. The American preparatory committee, under the chairmanship of Dr. J. H. Dellinger, radio chief of the Bureau of Standards, will organize and appoint subcommittees for the technical conference, which covers exchanges of international information on allocations and bridges the gap between the International Telecommunications Conference held every five years. Francis Colt DeWalf, of the International Telecommunications Division of the State Department is vice-chairman of the preparatory committee and Harvey B. Otterman, also of that division, its secretary.

RCA equipment and a Truscon radiator have been ordered for the new KRBM, Bozeman, Mont., but the starting date has not yet been fixed. Robert B. McNab Jr. will be manager and Pat Goodover program director.



CONSTRUCTION is under way on the new Broadcasting House, London, to be completed by the end of 1940. The excavation is the largest in London. Five underground studios will eliminate all possible risk of extraneous noise, each to be floated and isolated from the building itself. Above the regular ground level will be the offices and control room.

Ultra-High Bands Allocated by FCC

ALLOCATIONS of frequencies in the ultra-high range from 30,000 to 300,000 kc., announced March 13 by the FCC to become effective April 13, reaffirmed previous assignments to general services, including television and "apex" broadcasting, except for several minor changes.

Renewing its action of Oct. 13, 1937, with respect to television, the Commission set aside the same 19 bands for this service, but specified that three of the bands (162,000-168,000, 210,000-216,000, and 264,000-270,000 kc.), while primarily for television, may be used secondarily for general or specific experimentation. Such experimental stations, however, will be required to vacate these bands if operation results in interference to any television service.

Also renewed were the assignments to aural broadcasting and facsimile of 75 channels in the band 41,000-44,000 kc. Twenty-five of these channels have already been allocated to non-commercial educational broadcast stations. [BROADCASTING, *1939 Yearbook*].

In order to make way for additional aviation service, the new allocations shift experimental broadcasting in the ultra-high range to the 116,000-118,000 kc. band, heretofore assigned to amateurs. The band 142,000-144,000 kc. formerly broadcasting was assigned aviation.

"Nationwide" Television

In announcing the new assignments, no change in allocations for frequency modulation, as opposed to amplitude modulation, was made. Frequencies above 40,000 kc. provide for both types of experimentation, so that relative merits of the two types may be evaluated. It is anticipated, the Commission said, that as a result of such experimentation proper standards eventually will be developed.

Respecting television, the Commission said that to permit it to be inaugurated on a "nationwide" basis, a minimum of 19 channels should be reserved below 300 megacycles. This, it was made clear, is in connection with provision of service to urban as distinguished from rural areas, there being no immediate outlook for nationwide service paralleling network operations which would provide adequate rural coverage.

Aside from these changes, the new allocation order is identical with that issued in 1937 (Order 19) relating to relay, high frequency and experimental operations. Existing licenses for frequencies above 60,000 kc., except those operating in the broadcast services, were extended to Oct. 1, 1939. Under the changes, applications for renewals due to be filed on Aug. 1, 1939, must specify frequencies in accordance with the allocations, it was stated, as must all new instruments of authorization.

Network Accounts

All time EST unless otherwise indicated.

New Business

GEORGE A. HORMEL & Co., Austin, Minn. (canned food), on April 3 starts program on 21 CBS stations, Mon., Wed., Fri., 11-11:15 a. m. Agency: BBDO, Minneapolis.

WILSHIRE OIL Co., Los Angeles (petroleum products), on March 7 started for 13 weeks, *Pull Over Neighbor*, on 2 NBC-Pacific Red stations (KFI KPO), Tues., 6-6:30 p. m. Agency: Dan B. Miner Co., Los Angeles.

NEHI Inc., Columbus, Ga. (Royal Crown Cola), on March 31 starts *Believe It or Not* on 77 CBS stations, Fri., 10:30-11 p. m. Agency: BBDO, New York.

MARS Inc., Chicago (candy bars), on April 10 starts *Dr. I. Q.* on 15 NBC stations, Mon., 10:30-11 p. m. Agency: Grant Adv., Chicago.

CHAMBERLIN LABORATORIES, Des Moines (hand lotion), on March 6 started for 13 weeks, *Eddie Albright*, on 3 CBS California stations (KARM, KSFO, KNX), Mon., Wed., Fri., 5:45-6 p. m. Agency: John H. Dunham Co., Chicago.

GENERAL MILLS, Minneapolis, on April 16 starts *Grouch Club* for Korn Kix on 20 to 30 NBC-Red stations, Sundays, 6:30-7 p. m. (EST), and on 7 CBS-Pacific stations and KFWB, 9:30-10 p. m. (PST). Agency: Blackett-Sample-Hummert, Chicago.

SPERRY FLOUR Co., San Francisco (pancake and waffle flour), on March 14 started for 10 weeks participation in *Women's Magazine of the Air* on 5 NBC-Pacific Red stations, Wed., 3:30-3:45 p. m., Tues. and Thurs., 3:45-4 p. m. (PST). Agency: Westco Adv. Agency, San Francisco.

Renewal Accounts

TEXAS Co., New York (gasoline), on April 5 renews for 13 weeks *Texaco Star Theatre* on 92 CBS stations, Wed., 9-10 p. m. (EST). Agency: Buchanan & Co., N. Y.

S. C. JOHNSON & SON, Racine, Wis. (floor wax), on April 11 renews for 52 weeks *Fibber McGee & Co.*, on 76 NBC-Red stations, plus CBC, Tues., 9:30-10 p. m. (EST). Agency: Needham, Louis & Brorby, Chicago.

LOS ANGELES SOAP Co., Los Angeles (White King soap), on March 2 renewed for 13 weeks, participation in *Early Morning News* on 13 California Don Lee network stations, Tues., Thurs., Sat., 7:45-8 a. m. (PST). Agency: Raymond R. Morgan Co., Hollywood.

MENNEN Co., New York (shaving cream), on April 2 will renew for 4 weeks *People's Rally* on 13 MBS stations, Sun., 3:30-4 p. m., after which program will go off air for summer. Agency: H. M. Kiesewetter Adv. Agency, N. Y.

GOODYEAR TIRE & RUBBER Co., Akron (tractor tires), on March 27 renews *Goodyear Farm Radio News* for 13 weeks on 35 NBC-Blue stations, Mon. thru Fri., 1:15-1:30 p. m. Agency: Arthur Kudner, N. Y.

GENERAL FOODS Corp., New York (Post Toasties), on April 1 renews for 13 weeks, *Joe E. Brown Show*, on 71 CBS stations, Sat., 7:30-8 p. m. (EST), with re-broadcast, 8 p. m. (PST). Agency: Benton & Bowles, N. Y.

KELLOGG Co., Battle Creek, Mich. (cereals), on April 16 renews for 13 weeks, *Kellogg Circle*, on 53 NBC-Red stations, Sun. 10-11 p. m. (EST), and 7-7:30 p. m. (PST). Agency: J. Walter Thompson Co., N. Y.

Network Changes

F. W. FITCH Co., Davenport (shampoo), on March 26 adds 22 NBC-Red stations to the 52 carrying *Fitch Bandwagon*, Sun., 7:30-8 p. m.

ACME WHITE LEAD & COLOR WORKS, Detroit (paint), on March 28 adds repeat broadcast on 16 stations to *Smilin' Ed McConnell* on 36 NBC-Blue stations, Tues., Thurs., 10:30-10:45 a. m. (repeat 5:30 p. m.).

BROWN & WILLIAMSON Tobacco Co., Louisville (Bugler tobacco), on March 10 added 13 NBC stations to *Plantation Party* now on 48 NBC-Blue stations, Fri., 9-9:30 p. m. Stations are: KMA WTAR WOOD WBRE WPTF WFBC WIS KIDO KGIR KPFA KGHL KSEI KTFI. Agency: Russel M. Seeds Co., Chicago.

CAMPBELL SOUP Co., Camden, on April 3 moves *Amos 'n' Andy* from NBC-Red to 55 CBS stations, Mon. thru Fri., 7-7:15 p. m. Agency: Ward Wheelock Co., Phila.

P. LORILLARD Co., New York (Old Gold cigarettes), on May 23 will move *Melody & Madness*, starring Robert Benchley, from CBS, Sun., 10-10:30 p. m., to 95 NBC-Blue stations, Tues., 9-9:30 p. m. Agency: Lennen & Mitchell, N. Y.

MACFADDEN Publications, New York (*True Story* Magazine), on May 23 will move *Mary & Bob's True Stories* on 24 NBC-Blue, Tues., from 9-9:30 p. m. to 9:30-10 p. m.

GENERAL FOODS Corp., New York (Grape Nuts), on April 3 switches *Al Pearce* on NBC-Red from New York to Hollywood and changes West Coast rebroadcast from Mon., 7:30-8 p. m. to 9:30-10 p. m. (PST).

FIRESTONE TIRE & RUBBER Co., Akron, on March 27 only switches *Voice of Firestone* on NBC-Red from New York to San Francisco; April 3 and 10 only, to Hollywood.

NOXZEMA CHEMICAL Co., Baltimore (Noxzema cream), on March 4 switched *Prof. Quiz* on CBS from New York to Hollywood.

RIO GRANDE OIL Co., Los Angeles (gasoline), on March 30 shifts *Calling All Cars* on 3 CBS Pacific stations, Fri., from 7:30-8 p. m., to 8-8:30 p. m.

WELCH GRAPE JUICE Co., Westfield, N. Y. (grape juice), on March 12 added KTAR and KVOA to *Irene Rich* on NBC-Red.

ANDREW JERGENS Co., Cincinnati (Woodbury soap), on March 26 shifts West Coast rebroadcast of *Woodbury Playhouse* on 14 NBC-Pacific Red stations, Sun., from 4-4:30 p. m. (PST), to 9-9:30 p. m.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Concentrated Super Suds), on April 3 adds 22 CBS stations to *Myrt & Marge* and *Hilltop House* on CBS.

GENERAL FOODS Corp., New York (Postum), on March 13 shifts *Lum & Abner* on CBS to Chicago and New York for six broadcasts on 41 CBS stations, Mon., Wed. and Fri., 7:15-7:30 p. m.

Ohio Radio Sales Forum

SPEAKERS at the Second Annual Forum of the Sales Institute for Ohio broadcasters to be held April 1 at Columbus, will include E. P. H. James, sales promotion manager of NBC, and Harvey Young, former president of the American Newspaper Publishers Association. A third speaker, according to Fred Bock, sales manager of WADC, Akron, chairman of the Institute, will be Charles Caley, WMBD, Peoria, Ill., discussing independent station sales.

Topeka Tests

BUILDING itself up as a "proving ground" as well as a selling medium, WIBW, Topeka, Kan., has produced a promotion piece consisting of a glass test tube packed with a roll of case histories and a business reply card. The laboratory apparatus and literature are carefully packed for mailing in a cotton batting jacket.

Magic Key Promotion

THE *Magic Key* programs on NBC-Blue each Sunday afternoon under the sponsorship of RCA currently devote one commercial on each broadcast to promoting the American system of broadcasting, pointing out to the listeners that they are receiving almost a full hour's entertainment in exchange for a few minute's attention to the company's sales message and that only in this way is it possible for American broadcasters to provide the lavish fare of entertainment and instruction which most listeners have come to take for granted. Copy for these announcements is being written by E. P. H. James, NBC sales promotion manager.

New Agency in N. Y.

JAMES B. DILLINGHAM Jr., Jesse L. Livermore Jr., Robert C. Durham and R. Stuyvesant Pierrepont Jr. have announced the opening of Dillingham, Livermore & Durham, advertising agency, to be located by March 15 at 400 Madison Ave., New York; telephone, Plaza 5-3335. Mr. Dillingham and Mr. Durham, formerly with Benton & Bowles, New York, act as president and chairman, respectively. Mr. Livermore, formerly with the Pepsi-Cola Bottling Co., is vice-president; Mr. Pierrepont, recently with Warwick & Legler, is secretary and treasurer; and on March 15 Colby M. Chester III of Benton & Bowles joins the new agency as head of the copy and service department. Addison F. Vars, president of Addison F. Vars, Buffalo advertising agency, also joins the agency on March 15 as executive vice-president.

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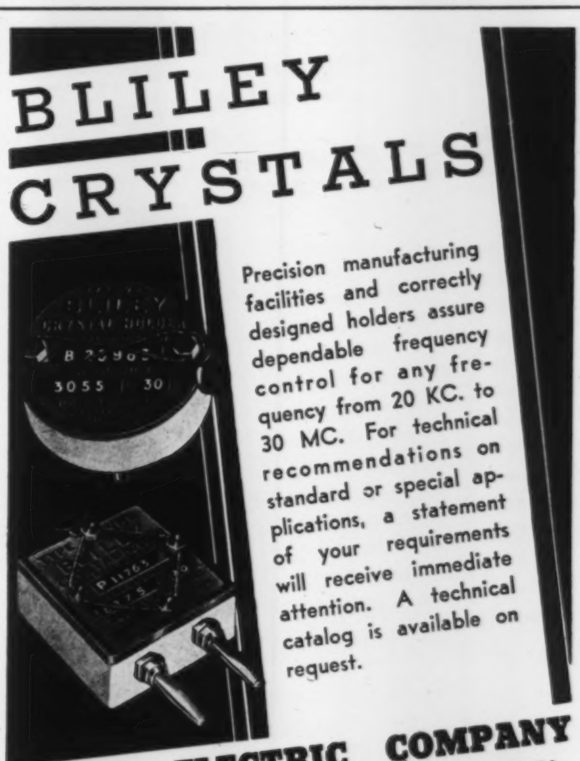

BLILEY CRYSTALS

Precision manufacturing facilities and correctly designed holders assure dependable frequency control for any frequency from 20 KC. to 30 MC. For technical recommendations on standard or special applications, a statement of your requirements will receive immediate attention. A technical catalog is available on request.

BLILEY ELECTRIC COMPANY
UNION STATION BUILDING
ERIE, PA.

Gates Remote Equipment—
"Does a Better Job at a Lower Cost"
GATES RADIO & SUPPLY CO. Quincy, Ill.

Television Appeal To Aid Advertiser

NBC Sees Double Flexibility With Sight Added to Sound

"THE ADDITION of sight to sound will give more than twice the flexibility of present day sound broadcasting for commercial purposes and can be expected to be many more times as effective in actual sales appeal," says *Television in Advertising*, a quick-reference summary which NBC has just issued as an answer to the many queries received from advertisers and agencies.

Stating that the "problems of a few years ago which were purely technical have now changed to those of establishing a self-sustaining public broadcast service," the booklet cites the cost of production as the greatest problem to be solved. "Estimates based on motion picture technique produce fantastically large figures, and it is evident that while television will require much of the same technique as motion pictures, its economic solution demands a considerably different approach. In any case, it seems likely that program production costs of television will, on the average, exceed those of the present sound broadcasting."

The book points out that NBC does not plan any immediate sale of time, but that the network in its program experiments has anticipated the eventuality of sponsored programs by "cooperating with those industries whose products appear to lend themselves most readily to television exploitation" and has worked out experimental programs with advertisers in the fields of automobiles, fashions, jewelry, foods, steel, drugs, oil and tobacco.

Mailed to more than 5,000 advertisers and agencies with that study was another booklet, *RCA Television*, containing a brief history of visual broadcasting and a description of the programming, engineering and economic problems, illustrated with numerous photographs of television actors, directors, technicians and apparatus at work.

Ramsay-Smith Tenures

EXTENSION until March 31 of the temporary Information Section of the FCC under which M. L. Ramsay serves as chief, with C. Alfonso Smith as his assistant, was authorized by the FCC March 6 after another flare-up in Commission meeting. Commissioner Craven, who has opposed Mr. Ramsay, proposed that Mr. Smith alone be retained for the temporary period but was voted down, 4 to 2, with Payne supporting this move. Commissioner Walker, seconded by Commissioner Sykes, moved adoption of Chairman McNinch's recommendation for extension of both men. Mr. Ramsay is to submit to the FCC final recommendation for a permanent information organization by March 15. He is employed regularly by the Rural Electrification Administration, Mr. Smith by the Soil Conservation Service.

NATIONAL Grange Mutual Liability & Fire Insurance Co., Keene, N. H., cooperative conducted by the National Grange, on March 1 started a five times weekly campaign for 13 weeks, aimed chiefly at motorists without insurance, using WGY, Schenectady.

Late Personal and News Notes

RALPH F. LINDER, formerly managing editor and sales promotion manager for the trade division of the Butterick Co., has been named sales promotion and advertising manager of American Record Corp., which recently became a CBS subsidiary.

JONES SCOVERN, recently with the *Los Angeles Times*, has joined the sales staff of KSD, St. Louis. Before going to the *Times*, Scovern was in the local advertising department of the *St. Louis Post-Dispatch* for 10 years.

ERNIE SANDERS, studio manager and announcer of WHO, Des Moines, is in California for the Hoxie Fruit Co. of Des Moines, studying methods of growing, harvesting, sorting, packing and shipping fruits. The background will be used in his *Hoxie Fruit Reporter* broadcasts, Mondays through Saturdays at 8:15 a. m.

LOU TIERNAN, formerly of Spreckels Sugar Co., and W. H. Averill, formerly of the *St. Louis Globe Democrat* and recently with Brown & Bigelow, have joined the sales staff of KWK, St. Louis.

CLAIR WEIDENAAR, formerly of WKRC, Cincinnati, has joined WCPO, that city, as announcer. Tom McCarthy, WCPO news editor, is the father of a girl born recently. Bob Bentley, WCPO announcer, has been nominated for vice-presidency of the Cincinnati Civic Club. Harry Hartman, WCPO baseball announcer for 12 years, and Miss Tillie Skurrow were married March 12, and are spending their honeymoon in Florida at the Cincinnati Reds training site.

DAVID YOUNG, for more than two years program director of KGB, San Diego, Cal., has been appointed continuity editor of the Don Lee Broadcasting System. He succeeds Z. Wayne Griffin, who resigned in March to join the Hollywood staff of BBDO. Griffin will continue as co-producer of the Mutual-Don Lee network program, *Lets Go Hollywood*, and *Help Thy Neighbor*.

CHESTER H. MILLER, former president of Transcriptions Inc., New York, assets of which were sold at public auction on March 13, is planning to continue in the radio program field independent of any company. Glenn H. Pickett, former chief engineer of the company, will join the CBS engineering department in the near future.

MILTON MENDELSOHN, formerly of the Kirtland-Engel Co., Chicago agency, and more recently sales promotion and production manager of KFH, Wichita, Kan., has joined the Albert Kircher Co., Chicago, in charge of radio production.

TED MACMURRAY, formerly of the CBS-Chicago production department, has joined the production staff of NBC-Chicago.

EDWARD ALLEN, formerly of WOMT, Manitowoc, Wis., as announcer, has resigned to return to Chicago, where he formerly was associated with the Federal Radio Project.

CLARENCE M. PETTIT, director of public relations of KDKA, on March 20 becomes assistant to the manager of the Guest Relations Division of NBC, New York.

SAM HAYES, John Conte, Wendell Niles and Reid Kilpatrick, Hollywood announcers, have been signed by Warner Bros. to do race track narration in the film, "The Roaring Crowd", now being produced.

LAVINIA S. SCHWARTZ, educational director of WBBM, Chicago, spoke March 11 before a vocational guidance conference sponsored by the University Women's Assn. of the State University of Iowa. She also will appear March 20 before the Evanston Business & Professional Women's Club to discuss "The Place of Radio in Community Activities".

HILL BLACKETT, vice-president and treasurer of Blackett-Sample-Hummert, Chicago, will return April 1 from a month's vacation in Guatemala.

H. G. TELFORD, formerly with the Cleveland office of Curtis Publishing Co., has joined the Cleveland office of Meldrum & Fewsmith, as an account executive.

CHARLES FLEMING has been placed in charge of the radio department of Hugo Wagenseil & Associates, Dayton, O., agency.

SAM TAYLOR, formerly screen commentator for WHN, New York, has joined the sales department of WMCA, New York, and will broadcast film news on that station.

GODFREY THOMAS, account executive of KFAC, Los Angeles, on Jan. 28 married Kay Kirkwood at Santa Barbara, Cal., it has been announced.

JAMES V. SIMS, formerly chief engineer of KICA, Clovis, N. M., has joined WJLS, Beckley, W. Va., as announcer-engineer.

JOHN McCORMICK, of WHO, Des Moines, publicity department, and Mrs. McCormick, are the parents of a daughter, Sharon Kay, born March 6.

BILL BROWN, WHO sports editor, has been appointed to the Fiesta Committee of the Des Moines Chamber of Commerce.

GENE SHUMATE, sports announcer of KSO, Des Moines, and Mrs. Shumate are the parents of a daughter, Sara Lynn, born March 7. Mrs. Shumate is the former Chicago radio actress, May Floyd Sinex.

ELEANORE ZWIFELHOFER, of the accounting department of KSO-KRNT, Des Moines, has been transferred to a similar position at WNAX, Yankton, S. D.

HOWARD DORSEY, former assistant program director of WMBD, Peoria, has joined WCBS, Springfield, Ill., as program director. O'Darrell Cunningham, formerly of WMBH, Joplin, Mo., has joined the station's commercial department.

BYRUM SAAM has been named by WIP, Philadelphia, to announce home games of the two local major league baseball teams. The games will be keyed to WPG, Atlantic City; WEEU, Reading; WSAN, Allentown; WILM, Wilmington, Del.; WGAL, Lancaster; WORK, York; WEST, Easton; WKBO, Harrisburg; WAZL, Hazleton.

EDWIN MULLINAX will describe Southeastern League games of the Anniston Rams on WHMA, Anniston, Ala., with Harold Russey handling commercials.

FRANK ESCHEN, program director and sports announcer of KSD, St. Louis, back from a vacation, has resumed his daily sports program, relieving J. Roy Stockton, *St. Louis Post-Dispatch* sports writer, who is forwarding Eschen daily dispatches from the St. Louis Cardinals training camp.

JACK FITZPATRICK, announcer of KLZ, Denver, reports March 25 in San Francisco at the General Mills-Goodrich baseball announcers' school.

JERRY BOZEMAN is announcing a thrice-weekly sports commentary on KWKH-KTBS, Shreveport, La., for the local Evans Sporting Goods Co.

HARRY McLAY, formerly of CJRC, Winnipeg, has joined CJRM, Regina, Sask., as an announcer. Jack Hill, formerly of Swift Current, Sask., is new CJRM sports announcer, and Ed Scott, of Regina, has joined the commercial department.

ALL THE WAY from England, 3,400 miles, came this television image, received by RCA at its Riverhead, Long Island, station and caught by a movie camera. For over two years RCA has been receiving London's daily television images faintly during the cold season when the ionization density of the upper atmosphere is favorable. Reception may cease for a few years, even in cold weather, however, for the 11-year cycle of solar activity is now on the down-swing. Information on this scientific oddity has been compiled by DeWitt R. Goddard, of the RCA Laboratories at Riverhead, where he is studying radio propagation. Television signals have also been received by RCA from Rome. Audio signals accompanying the video programs have been received with exceptional clarity.

CLINTON V. GODWIN, formerly with CKX, Brandon, Man., has joined CJGX, Yorkton, Sask., as program director and chief announcer.

JIM WEAVER, former WCSC engineer, who resigned last December, has returned to the station as transmitter engineer.

TOM LEWIS, Hollywood producer of Young & Rubicam, on the CBS *Screen Guild* program, sponsored by Gulf Oil Corp., has recovered from his recent appendicitis operation.

GORDON WIGGIN, of the commercial staff of KOY, Phoenix, and Miss Lorraine Longseth were married March 3.

LOU WITHERS, KFI-KECA, Los Angeles, announcer, has written two popular songs, "Lovely Lady" and "Love in O-ne'-ha-nau'," Hawaiian ballad, to be published by Davis & Schwegler, that city.

M. R. WILLIAMS, supervisory technician of WFBM, Indianapolis, and Frederic Winter, announcer, have been appearing as guest lecturers before radio classes of Arthur Jordan Conservatory, affiliated with Butler University.

GERRY SMITH, control room operator of WFBM, Indianapolis, is the father of a baby boy, born in early March.

WEW, St. Louis, announces the appointment of Wythe Walker as its representative.

WSIX, Nashville, has appointed Kelly-Smith Co., New York, as representative.

HAMMEL & HAMMEL, Los Angeles agency, has moved to 355 S. Broadway. F. H. Hammel is radio director.

XUM

Author! Author!

To write continuity the WLW way requires a minimum of 10 full time continuity writers . . . experienced, talented men capable of creating all types of radio scripts. And because their writing is better than average . . . they have contributed greatly to making the phrase . . . "produced in the studios of the Nation's Station" the hallmark of outstanding radio production . . . the reason WLW is the only winner of TWO Variety Showmanship Awards for program originations.

LATHAM OVENS

[illegible]

[illegible]

[illegible]

EDWARD CARDER

DOUGLAS MUSSINON

ROBERT MONROE

JACK C. WILSON

VAN WOODWARD

DERICK WULFF

. . . these things too, we think are part of the story of WLW

2V3 G
879
RCA
1803 P4
1804 P4
Radiotron
Radiotron

RCA offers a Complete Line of TELEVISION TUBES

READY FOR DELIVERY!

RCA KINESCOPES WITH WHITE SCREEN

The RCA-906-P4 is a 3" Television Kinescope available at unusually low cost. Provides low circuit cost because of its low voltage operation. Has conductive coating which minimizes deflecting-plate loading and prevents drifting of the pattern with changes in bias $15

The RCA-1802-P4 is a 5" Television Kinescope having electrostatic deflection. Provides excellent quality television pictures. The deflection sensitivity is such that the beam may be deflected across the entire screen with no more voltage than is required for full deflection on 3" tube. Separate terminals are provided in new Magnal 11-pin base for each deflecting plate. $27.50

The RCA-1804-P4 is a 9" Television Kinescope employing electro-magnetic deflection of the electron beam. Can be operated with an anode No. 2 voltage up to 7,000 volts and provides a brilliant picture with excellent definition. $60.00

The RCA-1803-P4 is a 12" Television Kinescope employing electro-magnetic deflection of the electron beam. Like the 1804-P4, this tube can be operated with an anode No. 2 voltage up to 7,000 volts—but its large size lends greater brilliance and detail to pictures, making it especially suitable for use with large groups of people. $75.00

Over 325 million RCA radio tubes have been purchased by radio users . . . in tubes, as in radio sets, it pays to go RCA All the Way.

RCA presents the Magic Key every Sunday, 2 to 3. P. M., E. S. T., on the NBC Blue Network.

RCA RECTIFIERS

The RCA-2V3-G is a tungsten - filament type of high-vacuum, half-wave rectifier for use in suitable rectifying devices to supply the high d-c voltages required by kinescope and cathode-ray tubes. $3.00

The RCA-879 is a high-vacuum, half-wave rectifier of filament type for use in suitable rectifying devices to supply the d-c voltage requirements of cathode-ray tubes. . . . $3.00

RCA R-F AMPLIFIERS

The RCA-1852 and 1853 are r-f amplifiers offering high mutual conductance, resulting in surprisingly high gain and superb signal-to-noise ratio. Both of these tubes have the grid connection at the base, thus eliminating grid cap and decreasing feed-back at high frequencies. This feature also greatly improves circuit stability. These two tubes are particularly well suited for television amplifier applications. The 1853 has remote cut-off characteristics which permit the handling of a larger range of signals. $1.85 apiece

RCA Radio Tubes

RCA MANUFACTURING CO., INC., CAMDEN, N. J. • A Service of the Radio Corporation of America

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